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PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

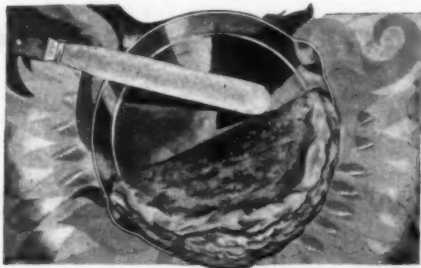
Vol. CL, No. 9

NEW YORK, FEBRUARY 27, 1930

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... and
all
the
King's
men

WAFFLES wait for no man. Pop-overs should be eaten the minute they've popped. All the King's horses cannot put fluffiness back into a fallen omelet.



All wives and mothers know this. So do all husbands and sons. ■ Analogies like these introduce the advertising for Ferry's Seeds for 1930. *What's the connection?*

Just this—garden freshness waits for no man. Tomatoes have extra goodness when picked full-ripe from one's own vines. Sweet corn to be its own sweet best should be cooked while the kernels are swollen white with milk. All wives and mothers do not know this, nor all husbands and sons. ■ These pertinent comparisons will make the matter of fresh vegetables a personal one to thousands of owners of enough ground for a garden patch. And Ferry's Seeds promise above-average results, because they are purebred—the descendants of plants that for generations have produced fullness, flavor and tenderness. For fifty-two years Advertising Headquarters has been telling the purebred seed story of D. M. Ferry & Company—successfully.

N. W. AYER & SON, Inc.

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

WHAT ADVERTISING
AGENCY HAS **3** OF THE **4**
ACCOUNTS IT STARTED
WITH **21** YEARS AGO



**The answer is
on Page 180**

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CL

NEW YORK, FEBRUARY 27, 1930

No. 9

When Is the Right Time to Bring Out a New Model?

Gillette Is Introducing a New Razor and a New Blade Even Though Sales of the Old Were Still Soaring

Based on an Interview by C. B. Larrabee with

Frank J. Fahey

Vice-President and General Manager, Gillette Safety Razor Company

ON March 6 the Gillette Safety Razor Company will announce a new razor and a new blade. The first advertisements, five color-pages in a national weekly and full pages in newspapers in 192 cities, will be the opening guns in a campaign which calls for an appropriation of \$7,500,000 in the United States alone and which will employ fifty-three magazines, 207 newspapers and eighty foreign language newspapers, as well as business papers and fifty-three different auxiliary promotion helps.

The new razor and blade are news, particularly since both are in many ways radically different in design from anything the company has ever made before. They are news because they represent the first major changes in product made by the company since it brought out the original Gillette razor more than twenty-eight years ago.

It is inevitable that when a company which sells three-quarters of

all the razors and blades used in the world announces a new product, after nearly thirty years of almost spectacular success, there

should be certain questions which will be asked by all who are interested in merchandising.

Why is Gillette bringing out a new model at this time? Has the company, like Ford a few years ago, seen its market slipping and decided to forestall any possible chance of eventual defeat in world markets? How long has the company contemplated making this radical change? What was its attitude toward the trade in bringing out the new products? Did it co-operate with jobbers and dealers in helping them clean

"NEW model" announcements don't attract much attention in merchandising circles these days. But when Gillette announced that it was bringing out a new razor and a new blade, most of us started asking questions. For here was a company that had been making the same product for nearly thirty years, a company which had leaped far ahead of all competitors. Inasmuch as sales of the old model were still soaring, why should Gillette change its product? What was back of this decision?

Mr. Fahey answers these questions and many others. He also tells why the company is spending \$10,000,000 in 1930 to advertise the new Gillette.

their shelves to make ready for the new razors and blades? What were the losses incident to bringing out the new products? What were the tactics used to prepare salesmen and the trade for the change and to get them enthusiastically behind the products? What is to be

the advertising strategy of the company during 1930? How soon will the new razor and blades be sold in export markets where today the company is doing about 30 per cent of its business?

Frank J. Fahey, vice-president and general manager of the company, answered these questions as he outlined the company's thoughts and activities during the last few years and explained its plans for 1930.

"Although in 1895 King C. Gillette, then a traveling salesman for the Baltimore Seal Company, first conceived the safety razor which bears his name," said Mr. Fahey, "it was not until September 28, 1901, that the company was incorporated. The first Gillette razor was put on the market shortly after that and it is significant that in the first year of its activities the company began to advertise."

Mr. Fahey turned to his desk and picked up a razor. "Here," he said, "is Gillette razor Number One. In it is Gillette blade Number 5,318,436,539, the last of the old style blades manufactured by the company. Recently I took razor and blade to my home and shaved with them and I got a satisfactory shave. I think this illustrates strikingly that in the twenty-eight years of the company's history it has stuck pretty closely to basic principles. There have been changes in the products but nothing major in character, although several years ago, shortly after the expiration of our original patents, we did make certain improvements.

"There would seem to have been many good reasons why we should continue to manufacture what sales records had told us was a satisfactory product. Certainly sales of more than 115,000,000 razors and more than 5,000,000,000 blades were evidence enough of success."

Mr. Fahey did not refer to the company's record of net earnings but the recent annual statement contains this interesting table of earnings to show the company's financial growth:

1925\$12,089,857
192613,311,412
192714,580,902
192816,244,429

Steadily growing sales and increasing net earnings are ordinarily excuse enough for a complacent attitude.

"Growing sales volume," continued Mr. Fahey, "is no cause for complacency. It indicates a satisfactory product, truly enough, but it does not prove that the product cannot be bettered. For this reason, we have kept a close watch on consumers. We have always maintained a liberal exchange policy. Summed up in a few words, it is this: Any consumer who is not satisfied with his Gillette razor for any cause may return it to us and receive a new one. Thus in our branch offices we were get-

ting a number of returned razors. This number, it is true, was small in comparison with our total volume. Nevertheless, it did indicate that improvement was possible. In addition, we were getting occasional complaints from dealers.

"The two chief complaints were of razor pull and split blades. We investigated carefully and determined that these complaints could be traced to one cause—dented razor corners which caused the blade to lose perfect alignment when the razor was set for shaving. We found that the dents were caused almost always by the fact that the user had dropped his razor.

"To check our findings further we sent questionnaires to 27,000 men. The names were picked from lists of automobile owners in eight



Frank J. Fahey

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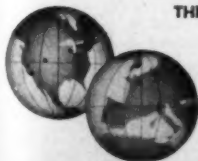
THE INDUSTRIAL SUN



BESIDES designing and building those advertising ships that carry our clients' cargoes to many lands, we have also something of a hand in their navigation.

Our business is largely an art—but it has to be a science, too. The course of an advertising campaign is determined by continuous scientific study of the facts that surround and control the sales of the product.

Shooting the industrial sun from the two hemispheres where our twelve offices are located, helps us to know the latitude and longitude of our clients' business progress. That is what we have been interested in for eighteen years. How but on their ships does our own success travel?



THE **H·K·McCANN** Company
ADVERTISING •

NEW YORK • CLEVELAND • CHICAGO
SAN FRANCISCO • DENVER • SEATTLE
LOS ANGELES • TORONTO • MONTREAL
LONDON • PARIS • FRANKFORT a. M.

different sections of the country. This list was broken down to cover men in cities (large and small), towns and farms. It was further divided into groups according to the prices of the cars owned.

"We knew that, since we were selling more than 70 per cent of all razors and blades sold, our questionnaires would reach many Gillette users. Further, we wanted to find out not only why they liked or disliked the Gillette but also what they desired in a razor. With all the facts before us we were in a position to determine, first, what improvements were needed and, second, what basic appeals to emphasize in our advertising.

"Our inventive force then set to work to design a product which would eliminate all the faults of the old model. After exhaustive research and tests the new Gillette razor and blades were created.

"The next step was to subject this to a consumer test. In order to do so we formed a shaving group at the plant. This group, of which I was a member, represented in a small way a cross section of all types of razor users. When we had used the razor and stamped it with an O. K. we were reasonably certain that great improvements had been made."

A word about the new razors and blades. For a complete description the reader is referred to the national advertising which will appear on March 6. The razor itself is still built on the same basic principles as the old model. It has, however, reinforced corners, which will stand up against heavy abuse, and a slot and groove which take the place of the old holes and posts by which the blade was held in place.

The blade, however, has been changed radically. It remains of the same over-all size as the old blade and has the same thickness, but there the resemblance ceases. It is made of a new type of rust-resisting steel and one of the main talking points in the advertising is that no longer do blade and razor need wiping after use. Also in each corner there is a notch so that the corner teeth of the razor do not come in contact with the blade.

Thus, the blade is always kept in alignment, even if the corner teeth are bent, unless the razor is subjected to unusual abuse. There is one very significant fact that should be noted. Any new blade will fit the old razor but the new razor will use only the new blades.

The new razor is priced at \$1 for the cheapest models. The blades are \$1 for ten and 50 cents for five as always. The company is also manufacturing de luxe models to retail from \$5 to \$75. The company will also make blades to retail at \$2 for ten. These blades will not for the present have universal distribution nor will they be featured although the de luxe models are referred to incidentally in the advertising.

The chief advertising arguments to be used by the company are nicely summarized in the advertising as follows:

QUICK FACTS

1. New blade can be used in your old Gillette;
2. New processed steel; new blade resists rust;
3. Cut-out corners of blade prevent "razor-pull";
4. To clean, turn guard at right angles . . . then re-tighten . . . rinse . . . shake dry;
5. New shape guard channel gives full shaving clearance;
6. New shape guard teeth meet skin smoothly, naturally;
7. No projecting posts to dull blade edges;
8. Reinforced razor corners prevent damage if dropped;
9. Square blade ends safer to handle;
10. Shaves easier around mouth, nose, ears;
11. New blades same price as old;
12. New razor, 24 K. gold-plated, with one new blade, in case, \$1.00.

"Once we had decided that our new product was right," Mr. Fahey continued, "we had to consider methods of introducing it.

"Some years ago I bought an automobile for which I paid \$5,100. Within a week after my purchase the manufacturer announced new models and cut his price to \$2,900. Needless to say I felt that I had been cheated out of \$2,200 and have never bought an automobile of that make since. Our first consideration was that nothing of the kind should happen in the marketing of the new Gillette. A razor is a small unit of sale compared to a car but we did not wish to risk any ill-will among the trade.

"Therefore, during October and November of 1929 we told the

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they sell MILWAUKEE

with ONE newspaper

A TOTAL of 438 national accounts
used The Journal exclusively in
Milwaukee in 1929. Here are just a
few of them from three classifications--

Alemite Mfg. Co.
Arvin Heaters
Bendix Corporation
Fisher Body Corp.
Gabriel Snubbers
Simoniz Company
Splitdorf Spark Plugs
Weed Chains
Willard Storage Battery
Mobiloil
Pennzoil
Quaker State Oil
Veedol
Ajax Tires
Dunlop Tire & Rubber Co.
General Tires

Goodyear Tires
Hood Tires
Kelly-Springfield Tires
Miller Tires

Balsam Wool
Celotex Company
Duco
Dutch Boy White Lead
Holland Furnace
Sherwin Williams Paint
Weil - McLain

Armstrong Linoleum
Gulistan Rugs
Simmons Company

A Number 1 schedule
in The Journal alone
builds maximum sales at
minimum cost in the
Milwaukee market.



THE MILWAUKEE JOURNAL

FIRST BY MERIT

Read by More Than Four Out
of Five Milwaukee Families

WTMJ

Black and White -- Four Color --
Rotogravure -- Coloroto -- Radiotime

trade that something new was in the wind. We didn't tell them what it was but we advised that they do their buying on a limited scale for immediate needs. We did this in spite of the fact that actually there are millions of the old razors in use and they will, for many months, offer a market for the old blades.

"We decided definitely, however, that we wanted all the old blades off the market as soon after March 6 as possible.

"Our warning had the effect of cutting down volume. We did not stop there, however. In addition, we began to scrutinize carefully all orders coming into the factory. If a distributor sent an order for 10,000 packs of blades we cut this to 1,000 packs and wrote the distributor, explaining our action.

"The result of our action was shown by a recent trip made by several of our executives. They were able to report on their return that everywhere dealers' stocks are remarkably clean.

"As a final step in our policy, however, we have adopted a liberal return policy so that every dealer can turn in any old stock on an exchange basis.

"This policy meant that we were foregoing an estimated \$4,000,000 in net earnings. Our net for 1929 was \$13,581,683 as against a net of \$16,244,429 for 1928. The significant fact is that for the first nine months of 1929 our net was \$12,342,513 as compared to a 1928 net of \$11,165,380. We know that had we not brought out the new razor and blades, with the attendant costs of new machinery and the voluntary restriction of production and sales our net for 1929 would have gone ahead of 1928.

"However we look upon the \$4,000,000 as a profitable investment in a product which will put us far ahead of competition and will be introduced with the enthusiastic good-will of our trade.

"Although our salesmen knew that the new product was coming, we did not let them see it until early in January of this year when we held our annual sales convention at the home office in Boston."

At the convention the new prod-

uct was presented to the salesmen in a carefully stage-managed session. After talks by company executives and executives of the advertising agency handling the account, a curtain was drawn back, revealing a gigantic advertising portfolio. Around this was a heavy chain with a giant padlock. The padlock was opened, the chain withdrawn, the covers of the book thrown back and then there was revealed to the salesmen the first announcement of the new product.

The salesmen were then given their portfolios which contained the following material: (1) A giant replica of the new blade, done in silver paper; (2) reproductions of a number of magazine and newspaper advertisements; (3) a schedule showing volume of campaign and dates of insertion; (4) talk on the advertising coverage (there are, it is stated, 31,403,370 shavers and there will be 50,893,224 messages in fifty-three magazines, 207 newspapers, and eighty foreign language papers); (5) four ways dealers can make advertising work for them; and (6) a special book describing the fifty-three promotional helps, including window displays, counter displays, window posters, catalogs, folders, jobber catalog inserts, mats, electros, and slides.

Armed with these portfolios the salesmen went out to the trade.

Shortly after this, business-paper announcements began to appear and a broadside was mailed to 125,000 retail outlets. The first five-page magazine advertisement was featured in the broadside.

The consumer campaign breaks March 6. During March it will consist of five-page announcements in five weekly periodicals and two-page follow-ups in the same mediums. In addition, there are three full-page insertions in a Sunday weekly. All of the above are in color. The newspaper campaign opens with full pages in the entire list of papers to be followed by weekly insertions of smaller size. The campaign will continue throughout the year, using the list of mediums already mentioned in this article.

(Continued on page 176)

New England's Second Largest Market

What Greater Proof?

In 1929, The Providence Journal-Bulletin carried 509,351 individual classified advertisements, or more than 95% of the total carried by all Providence newspapers.

This almost unanimous preference by this class of shrewd buyers is proof positive of the pulling power of the Journal-Bulletin.

Member Audit Bureau of Circulations

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

Florida Is Using Advertising to Help Its Farmers

State Is Hoping That Agricultural Advertising Campaign Will Prove an Example to Its Growers

WITH the farmer and his problems now, as always, near the front in public discussion, it is interesting to note how the State of Florida, through its Department of Agriculture, is helping growers by means of advertising. It is the Department of Agriculture which is sponsoring the present campaign on "Florida's Finer Vegetables," which is appearing in metropolitan newspapers in seven principal Northern cities.

For several years, the legislature of Florida has made an annual appropriation of approximately \$75,000, which has been expended for advertising and publicity purposes through the Department of Agriculture and the Bureau of Immigration. This appropriation has previously been used for booklets, folders and bulletins with descriptive material concerning the State and for space in class magazines in which Florida's climatic and living advantages were advertised. Last year the legislature passed an appropriation providing for a greatly enlarged expansion program in the activities of the State Marketing Bureau to facilitate the marketing of Florida's \$136,000,000 annual production from agricultural sources.

Nathan Mayo, commissioner of agriculture, and T. J. Brooks, assistant commissioner, who determine the advertising policies of the State, were quick to foresee the advantages of an advertising campaign devoted primarily to the promotion of agricultural products as part of the new program. Such a campaign advertising the crops of Florida, they reasoned, would have


the double purpose of assisting and enlarging the scope of marketing service to farmers and in increasing Florida's farm population. They decided to use approximately \$30,000 of their annual appropriation in the working out of the idea.

AT YOUR GROCER'S TODAY

C A B B A G E

from **Florida**

firm heads
tender leaves



For information on selling cabbage or other crops in Florida, write
DEPARTMENT OF AGRICULTURE
STATE OF FLORIDA
TALLAHASSEE

Eat Florida's Finer Vegetables

AUTHORIZED BY FLORIDA STATE LEGISLATURE

CABBAGE TONIC SALAD

2 cups chopped raw Florida cabbage

1 cup ground raw carrots

1 cup chopped tart apple (core, seeds, do not peel)

1/2 cup chopped green onions

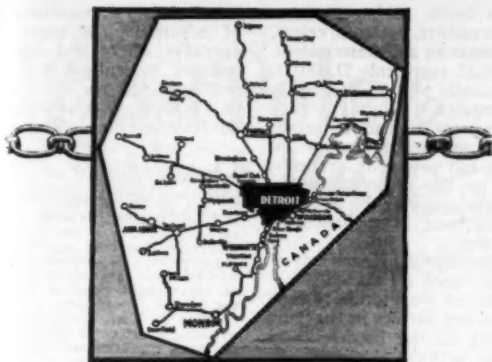
1/4 cup chopped pecans

Shred lightly with your hands, dressing

It Is Hoped That This Advertising by the State Will Encourage Farmers' Associations to Advertise

The first objective of the campaign was to call the attention of housewives to Florida products at a time when these products reach their peak of volume on Northern store counters. Food pages of newspapers in the principal centers where Florida crops are marketed were selected as the mediums most likely to bring the desired response. It was also considered as another objective of the campaign to emphasize the fact that Florida, with 10 per cent of all carlot shipments of vegetables consumed in the country, is a great vegetable State and not only a producer of citrus fruits.

Since the campaign was necessarily limited by the small fund available, it was decided to adver-



The largest audience in Michigan and the most worthwhile

An audience comprising 400,000 families is some audience! In the Detroit area this vast group is covered by the Sunday edition of The Detroit News which because of intrinsic excellence has doubled its circulation in 10 years. It is an audience, too, that represents the worthwhile stable element of the population—the kind that buy The Sunday News because it contains the best available financial, real estate, automotive and domestic economy articles in Michigan as well as rotogravure, features, fiction and news of the world. The Sunday News is an important link in thoroughly selling the Detroit market. Investigate its worth.

The Detroit News

THE HOME NEWSPAPER

New York Office

Chicago Office

J. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 180 N. Michigan

Member of the 100,000 Group of American Cities

tise green beans, cabbage, strawberries, cucumbers, potatoes, celery, peppers, tomatoes and watermelons, each of which represents \$1,000,000 income annually to the State. Space in the campaign is allotted to each product in proportion to its income value. A seven-year survey of shipments and prices of products, prepared by the State Marketing Bureau, was taken as the basis for this arrangement of the advertising schedule.

The copy appeal of each advertisement is based on the outstanding qualities of the Florida product and goes a step farther in engaging the interest of the housewife by suggesting a recipe method by which the product may be prepared. In addition, the reader is asked to write regarding the method of growing the product with the thought that such interested persons may be attracted to the State as a permanent residence.

Insertion dates for the campaign were placed at periods when the volume of shipments was greatest instead of at the period of high prices because the commissioners believed that sales assistance was most needed at that time. When the graphic charts of the Marketing Bureau showed heavy demand and high prices, it was thought advertising would not be necessary. There was also the psychological effect in this method of directing attention to Florida products at the time when favorable prices were prevailing. In this way the tendency is to smooth out the peaks and valleys of the demand and enable farmers to secure a more uniform price throughout the growing season.

The campaign represents newspaper insertions of three-column advertisements appearing at irregular intervals from December, 1929, up to June, 1930. The cities covered include New York, Baltimore, Boston, Philadelphia, Pittsburgh, Chicago and Cincinnati.

One effect that is hoped for is that this advertising work of the Florida Department of Agriculture will provide an example for growers by showing them how advertising can aid them in a co-ordinated marketing program. It

is intended to demonstrate the value of advertising as applied to co-operative effort and the Department of Agriculture is hoping that next year will see a larger number of farmers' associations enter the advertising field.

Changes in Staff of Pittsburgh "Sun-Telegraph"

A. A. Brasley, formerly assistant advertising director of the Pittsburgh *Sun-Telegraph*, has been appointed advertising director. He succeeds G. C. Skinner who has been advanced to a new position on the executive staff at New York of the Hearst Newspapers.

Winn J. Eller, formerly national advertising manager of the *Sun-Telegraph* has been appointed assistant advertising director. Jurisdiction of the national department, will continue under his direction.

M. R. Herman, Vice-President, Arthur Hirshon Agency

M. Robert Herman has become associated with The Arthur Hirshon Company, Inc., New York advertising agency, as vice-president. During the last year, he has been a partner in the Andrew Cone General Advertising Agency, Inc. Previously he had been vice-president of Albert Frank & Company, with whom he was associated for twelve years.

"The Rotarian" Appoints G. C. Eyland, Jr.

George C. Eyland, Jr., has been appointed to the Western advertising staff of *The Rotarian*, Chicago. He was formerly with the Western advertising departments of *The Shrine Magazine* and *The Elks Magazine*.

Guerlain Perfumes to Pedlar & Ryan

The Guerlain Perfumery Corporation of New York, perfumes and cosmetics, has appointed Pedlar & Ryan, Inc., New York advertising agency, to direct its advertising account.

Brisacher Appoints Space Buyer

Ralph M. Yambert, a member of the staff of the San Francisco office of Emil Brisacher & Staff, advertising agency, has been appointed space buyer.

Carter's Ink Appoints J. Walter Thompson

The Carter's Ink Company, Cambridge, Mass., has placed its advertising account with the J. Walter Thompson Company, Inc.



East Pole to West Pole

ONE IN Miami, the other in Fort Myers, and they are the termini of the first telephone line across the Florida Everglades, completed one month ago today.

Cost: \$1,000 a mile—a characteristic bit of enterprise, however, which makes Florida one of the nation's most receptive markets. "Backwoods" has been relegated to the bygone day of miasma and the alligator.

Which creates the profitable advertising power such as a schedule develops in the 7-day-a-week, all-state "Foremost Newspaper of Florida"—

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

... CIO A SELECT AUDIENCE

ON THE WEST SHORE of Lake Michigan is Chicago, America's second largest city ▲ For fifty-four years *The Daily News* has been newspaper and counsel to this great city. Because these people in their hours of leisure live for art, education, music, sports and the whole range of human interest, *The Daily News* treats as important these things which establish Chicago's versatility. As a result of this broad policy *The Daily News* is trusted courier to the discriminating groups in this modern Bagdad—Chicago and its suburbs—in which 95% of *The Daily News* circulation is concentrated. Its appeal is addressed to people who know things, do things and buy things. This relationship is a far-reaching factor in creating a medium of good will and confidence for the advertiser with a deserving product ▲ The Chicago public by experience, expects to find news first in *The Daily News*. It expects to see advertising here first, too, because *The Daily News* is recognized as Chicago's guide of buying. More advertising appears in *The Daily News* than in any other Chicago Daily newspaper—an unbroken record for twenty-seven years. Chicago is *The Daily News*. When the desire is to present a sales message to a select audience in America's middle-western metropolis—*The Daily News* is Chicago!

THE CHICAGO

CHICAGO'S HO SPA

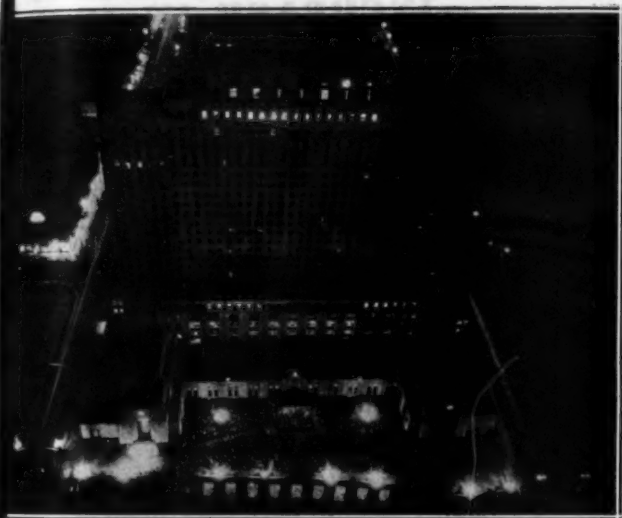
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A flashlight photograph of Daily News Plaza, Chicago, showing a typical crowd at the evening concerts conducted by The Chicago Daily News during 1929 to choose a leader for the Chicago Centennial Exposition band. Many famous conductors competed in this series and an average of 6,000 people attended each of the 40 contests.

ADVERTISING REPRESENTATIVES:

NEW YORK

Woodward, Inc.
10 E. 42d
Street

DETROIT

Joseph R. Scolaro
3-241 Gen'l Motors
Building

SAN FRANCISCO

C. George Krogness
Crocker Nat'l Bank
Building

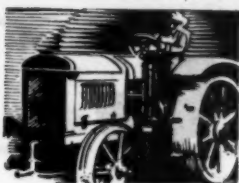
ATLANTA

A. D. Grant
711-712 Glenn
Building

Member of The 100,000 Group of American Cities

DAILY NEWS

S HO SPAPER



MADE A 19 PERCENT INCREASE IN 1929

TRACTORS IN OKLAHOMA

In Oklahoma, on January 1, 1930, there were 4,190 more tractors registered than on January 1, 1929 . . . an increase of 19%.

Farmers in Oklahoma are prospects for food products, clothing, washing machines, rubber boots, and household conveniences and necessities of all kinds.

You can influence them to a greater degree through advertising in The Oklahoma Farmer-Stockman than through any other farm paper, newspaper, magazine or other advertising medium circulating in this territory.

192,892
A·B·C·
CIRCULATION

THE OKLAHOMA FARMER-STOCKMAN

••• THE OKLAHOMA PUBLISHING COMPANY •••
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • WKY
National Representative E. Katz Special Advertising Agency

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A Word—or Two—About Emotion in the Sales Convention

Together with a Consideration of Its Possibilities

By Arthur H. Little

MUST business always be ponderous? It would seem not. We've read—and many of us have written, rather belligerently—that, in certain of its activities, business is the better off for a little humanizing. We've agreed pretty generally that, in its correspondence, to cite one much-discussed example, business does well by itself to remember that it is writing not to a name on a mailing list nor to a signature on a letter but to a man—to a man who, even though he be named Ambrose Sleeth, has a home, a wife, two kids, a three-year-old automobile, a skinful of hopes and aims, a complete set of ideals, and perhaps even a sense of humor. It has been argued with plainly visible effect that the same philosophy can be applied to advertising. And now we are privileged to observe its application to a business institution that, for want of humanizing or something, often has presented itself in the form of an ordeal—the sales convention.

Right here, let there be an understanding. There are conventions and conventions—conventions, no doubt, that waste money and conventions that accomplish advantageous purposes. There are conventions that, thanks to misguided management, become so human as to degenerate into horse-play, or into pow-wows of organizational politicians. In the

best-managed of conventions, furthermore, a few of the boys, away from home and all dressed up, will get out of hand. What to do about them is a problem that remains unsolved. But they are a small and dwindling minority.

We are concerned, here, with the convention program, and with what can be done, and is being done to humanize it to its advantage.

First, the convention is being despeeched. Speech-making is being reduced to a minimum of an opening address by the president and a closing by the sales manager. And both the president and the sales manager would welcome, no doubt, some expedient by which even this oratory could be eliminated. But if it cannot be eliminated, it can be shortened to that point where, without boring the

hearers with a line of oratory that cannot well be otherwise than unprofessional, it yet will serve as a sort of setting, a sort of framework of welcome and of conclusion, and lend to the occasion, besides, some of the institutional color that it needs.

Second, most of the program is being dramatized. Drama in a business convention is not at all a new idea. Your chronicler knows of a concern that has been dramatizing its convention programs for the last twelve years.

But the drama improves. Sales executives are learning the tricks

WITH closer study of the art of presentation, the convention program heightens its effect. It "gets across" because it appeals more intelligently to the salesman's sensibilities. It speaks his own language, the language of drama.

Here is a program-builder's opportunity; for drama, even when presented on the business stage, can run the range from tragedy to farce and, in any form—if it be carefully presented—can convey a message.

Especially, this article urges, may the planners of conventions turn to humor; for humor, besides serving other useful purposes, will help prove that The Company is human.

of stagecraft. They have grasped, quickly, the practical and artistic advantages of modern ideas in settings—the use of small panels, masked at the sides, to represent street scenes, office scenes, store scenes, and even the interiors of homes. They have learned about travelers and borders and tormenters. They talk easily of flippers and cys. They know the potency of lights.

Certain fundamental truths of the stage—these, too, they know. They know that more important than the manner of presentation is the matter to be presented. They know that, although certain messages—such as technical demonstrations—cannot well be woven into a plot, drama does not consist merely of dialog; and they are discovering that certain other ideas—such as inspiration, aimed at morale—can be told in the form of a stage story that will introduce suspense and sustain interest.

They know that, in the main, the drama ought to be tailor-made. It ought to fit its specific purpose. And the better it can be made, the more ably it can be written, the more professionally it can be planned and constructed, the more telling its effect.

They have learned the gospel that every stock-company actor well knows—that the secret of smooth and unfrightened and convincing presentation is the rehearsal. They know that no bit of the program can be rehearsed too much. And they know that rehearsal, carefully directed and continued day after day or evening after evening, will transform the most embarrassed tyro into an actor who will speak his lines in spite of an earthquake.

They know that drama is a medium peculiarly adapted to reach the salesman's sensibilities. First, of course, it's interesting intrinsically. Even an outsider, who would sleep, peacefully, through a program of speeches, will watch and listen to a dramatic presentation whose subject matter is utterly foreign to his experience or his concern. And second, drama talks the salesman's language. For, by instinct and by training, he's a

dramatist, himself. In every selling talk, in every demonstration, he dramatizes his product. And his appreciation of the dramatic presentation of something that touches his immediate interest is heightened by his professional interest in the manner in which the subject is put over.

Psychologically, drama reaches the salesman and moves him, just as it reaches and moves anyone else, because it appeals to his emotions. And there is a fact that the playwrights of business would do well to remember. For there is a playwright's opportunity. So, at least, it seems to this commentator who, over the course of some six or seven years, wrote skits and playlets and full-length plays and staged them for a big business concern. And his experience served to convince him that the stuff of which real drama is made—emotional appeal—can be presented, effectively, on the business stage, and with casts wholly amateur, but thoroughly rehearsed. On the business stage you can present tragedy, the tragedy of broken dreams and shattered hopes. Specifically, along this line, you can present the story of a man's degeneration and his redemption. And why should you? To convey and impress, indelibly, some moral. You can present pathos; and if you are careful in its management, you can prevent it from merging over the thin boundary line that separates pathos from bathos.

The Virtues of Humor

And if you can present tragedy and pathos, why not humor? Why not indeed? The answer is that you can, and with sure and telling effect.

For sales conventions everywhere are being lightened with humor. Many a long and technical program is being saved from deadliness by what the professional dramatists call—and, in some instances, perhaps too optimistically—"comic relief."

However, the business playwright will remember, let us hope, that humor is dangerous in that it demands careful selection and careful planning—not to the end

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that it be insured against detracting from business dignity, but to the end that it actually be funny.

Very likely, there's nothing sadder in life than a joke that fails to jell. To be funny, any hopeful bit of humor must contain, for what a chemist would call its "carrying medium," an element of fact. Travesty, to attain its end, must be true. Burlesque, to succeed, must be a picture, perhaps a little out of focus, of life. Furthermore, it is only partly true that humor is spontaneous. Unquestionably, the germ of a funny thought, or a funny line, or a funny scene, pops into existence so quickly as to surprise even its parent. But to nurture that nucleus of a concept into something of form and substance, into something that will still be funny when it is viewed by an audience—there is a process that calls for careful writing of lines and business, and rehearsal and re-rehearsal. Nor is it a process, usually, of accretion, of what the movie makers call "gagging." Although many a line and many a situation can be improved during rehearsal, humor is too precious a commodity to be created by the method of: "Let's see now. What'll we do next?" The safer procedure is to conceive the whole piece deliberately, in advance, set the whole conception down on paper in as close as may be to its finished form, assign the parts, go into rehearsal and then, if need be, re-refine and repolish.

And humor, as many a business concern is discovering, is so useful! Despite the fact that, esthetically, humor ought to exist for its own sweet sake, it can be put to work. Far more effectively than could a lecture and equally as effectively as could tragedy, humor can demonstrate so conclusively—even with humor's reverse English—that there are wrong and unwise ways for a man to conduct himself in off-business hours, wrong and unwise ways for him to size up his job, and wrong and unwise ways, to be more specific, for him to approach and talk to a customer!

Rather often, to cite another instance of humor's use, a manage-

ment wonders what to do about competition. The men have been complaining about how competing salesmen lie. It's all very well for the home office to say: "Pay no attention! Just go ahead and sell our product constructively. Tell the truth yourself and everything will come out all right." But the embattled salesman, having lost good business to a dirty dog—to put the matter euphemistically—of a competitor, is likely to conclude with some trace of justification that headquarters doesn't know what's going on.

Admittedly, the problem of competition and what to do about it is a gnarly old knot for the builders of convention programs. Involved in the matter are tangled questions of policy—and sometimes of law. The first question that presents itself is a question of psychology. Shall we admit, even tacitly, that competition exists? If we touch on the subject at all, will the effect be to magnify its importance? Questions such as these are to be answered, of course, only after a study of the immediate and individual circumstances. But if we decide, finally, that competition is to be invited to the convention to the extent of recognizing it, even by implication, in what happier fashion can we meet it and offset its effect in the minds of our men than by treating it humorously? With humor we can dull its edge; and with humor, too, we can demonstrate, if we care to go that far, just how the men themselves are to deal with it.

Humor Is Human

And finally, humor, better than anything else, seems to serve the purpose of proving to an audience of salesmen that the company isn't merely a four-story cube of brick and concrete and steel surrounding a charter of incorporation.

The only thing that has a sense of humor is a human being.

And the only man who dares poke fun at himself is a strong man, an able man, a man firmly established, and one who is confident of his strength, and of his ability and of his position in society or in business.

Three weeks ago, your commentator attended the sales convention of a world-wide corporation. Throughout, the program was presented dramatically. Throughout, there were flashes of humor, good-humored humor, aimed at just about everything within the scope of the salesman's experience. Of course, there was serious material, too, solid, educational stuff. Highly educational was one particular, half-hour skit. Through the personification of a dumb-bell salesman and a "Dominate-'em!" type of supervisor, the presentation proved to everybody's satisfaction that it isn't good selling to exaggerate. Nobody missed that point. Nor, most emphatically and most gratifyingly, did anyone miss the very last line.

Because he has been too dumb to misrepresent, the salesman has achieved a sale. His achievement has aroused the spiteful anger of the supervisor—the term supervisor, incidentally, identifying a company man.

The supervisor says: "I don't like you! I don't like your clothes! I don't like your face. It isn't your own face is it? It *can't* be!"

"No," says the salesman, turning to the audience a countenance that looks dumber than ever. "It ain't my own. It's one I'm breaking in for a supervisor!"

Mac Harlan Appointed by Household Finance

Mac Harlan, until recently advertising and sales promotion manager of the Kellogg Switchboard & Supply Company, Chicago, has been appointed advertising director of the Household Finance Corporation, of that city. He was formerly for six years advertising manager of the Rollins Hosiery Mills, Des Moines.

R. T. Holliday, Publisher, San Francisco "Call-Bulletin"

Robert T. Holliday, for eight years publisher of the Santa Monica, Calif., *Outlook*, has been appointed publisher of the San Francisco *Call-Bulletin*. He is succeeded on the Santa Monica *Outlook* by Arthur K. Whyte, formerly business manager of that paper.

R. S. Evans, for more than four years with the New York staff of the Curtis Publishing Company, has joined the staff of Sprague, Warner & Company, wholesale grocers, Chicago.

Eastman Kodak Appoints J. Walter Thompson

The Eastman Kodak Company, Rochester, N. Y., has appointed the J. Walter Thompson Company as advertising counsel. This change of account becomes effective July 1. Until that date the account will continue under the direction of Blackett-Sample-Hummert, Inc.

Walter R. Hine, who has long been associated with Eastman Kodak's advertising, has joined the J. Walter Thompson agency in an executive capacity. For thirty-four years he was with the Frank Seaman Company, of New York, of which he had been president. When this agency was merged with Blackett-Sample-Hummert, Inc., Mr. Hine continued his association with the latter agency at New York.

Bausch & Lomb Account to be Handled by Two Agencies

The Bausch & Lomb Optical Company, Rochester, has appointed Hughes, Wolff & Company, Inc., and the Hutchins Advertising Agency, Inc., of that city, each to direct a part of its advertising account. The Hughes, Wolff agency will place the advertising of ophthalmic instruments, eyeglass lenses, binoculars, specialties and photographic lenses.

The Hutchins agency will handle the industrial, scientific and educational advertising, including Cinephor lenses. Business papers and magazines will be used on this part of the account.

Minneapolis "Journal" Advances T. N. Williams

T. Norman Williams has been appointed advertising manager of the Minneapolis *Journal*. Mr. Williams, who has been national advertising manager, succeeds Rhey T. Snodgrass, resigned.

To Manage Lionel Corporation Sales

Arthur Raphael has been appointed general sales manager and sales promotion manager of The Lionel Corporation, New York, Lionel electric toy trains, etc. He has been with the Lionel company more than ten years.

La Touraine Account to Wolcott & Holcomb

The W. S. Quimby Company, Boston, La Touraine coffee and tea, has appointed Wolcott & Holcomb, Inc., advertising agency of that city, to direct its advertising account.

Appoints O. S. Tyson Agency

The Transue & Williams Steel Forging Corporation, Alliance, Ohio, forgings and stamping, has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Nation

THE "Or Else" Stuff Is All Very Well—

In the midst of a "sellers' market" it's easy enough to flatly inform a dealer that he'll have to sell thus-and-so "or else". But when the shoe is on the other foot—what then?

When a dealer insists he can sell only so much of your product in his territory, you can't successfully take issue with him *unless you know the territory as well or better than he.*

It is now possible for organizations selling through Chicago dealers to know every block in every section of Chicago more intimately and thoroughly than the average Chicago dealer knows any of those sections. *And now as never before such knowledge is priceless.*

The Boone Man will gladly tell you how that knowledge may be yours.

CHICAGO EVENING AMERICAN a good newspaper

National Representatives:—RODNEY E. BOONE ORGANIZATION

- **[[** Circulation leadership can be held for long periods only through earned preference. The Chicago Evening American is in its ninth year of circulation leadership in Chicago's evening field.



... in **Grocery Products**

advertising ▲ ▲ ▲ and in

Grocery Chain Store

advertising ▲ ▲ ▲ ▲ ▲ ▲ ▲

For the year 1929 the New York Evening Journal was outstandingly first among all New York newspapers, morning, evening and Sunday, in Grocery Products advertising and in Grocery Chain Store advertising. ▲ ▲ ▲ ▲

During 1929 the Evening Journal printed 1,027,426 lines of Grocery Products advertising ... 135,043 lines more than the second New York evening newspaper ... more than all New York 6-day morning newspapers combined ... and more than all New York Sunday newspapers combined. ▲ ▲ ▲ ▲ ▲ ▲

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And in January 1930, the Evening Journal maintained its leadership in this important classification with a gain of 13,000 lines over January 1929 . . . with 4,912 lines more than the next nearest New York evening newspaper . . . with 14,926 lines more than all New York 6-day morning newspapers combined . . . and with 28,292 lines more than all New York Sunday newspapers combined. ▲ ▲ ▲ ▲

In Grocery Chain Store advertising, the Evening Journal's figures for 1929 are equally significant, totalling 185,305 lines . . . 31,973 lines more than the next nearest New York evening newspaper and three times as much as all New York morning and Sunday newspapers combined. ▲ ▲ ▲ ▲ ▲ ▲ ▲ ▲

In a market where more than two billions is spent annually for foodstuffs, the Evening Journal's continued leadership in these important classifications is of great interest to advertisers in every classification. ▲ ▲ ▲

NEW YORK

EVENING

JOURNAL

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION

It must have
been very discouraging
to the fellow
who says "you can
cover Detroit
with one newspaper,"
to have read yesterday's
announcement
that Detroit added
98,116 persons in '29
and now
has a total population
of 1,888,955
—such continued growth
merely emphasizes
what we have been
saying about
using
The Detroit Times
and one other newspaper.

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Throw Out the Last Line of That Sales Letter!

The Concluding Line of Most Sales Letters Is Totally Ineffective—Why Retain It?

By Maxwell Droke

President, Business Letter Institute, Inc.

THERE are two commonly accepted methods of closing a sales letter. Both are wrong. They are wrong because they are almost equally ineffective.

The first is the conventional method with its familiar and meaningless, "Trusting to have the pleasure of hearing from you further . . ." And the second might be termed the hectic method, with its insistent, "Don't delay! Mail the card today!" Originated as a bold and distinctly "different" conclusion, this hectic line is in grave danger of becoming even more conventional than the conventional form itself.

Because these conclusions have become so patently ineffective, I see no reason why we should not throw out the last line.

But what shall we put in its place?

A logical question. Let's give it a logical answer.

Since our letters are admittedly salesmanship on paper, why wouldn't it be sound procedure to pattern our message after the oral canvass of a successful salesman? Let's pile one paragraph on top of another right up to a climax—and then make action inevitable.

But first of all, of course, we must know what action we seek. That sounds primer-simple. But in a startling number of instances the builder of letters hasn't clearly thought out this first fundamental. Ask him why he is sending out the letter, and you will be rewarded with the obvious answer, "Why to get business!" That's as far as his thought train has traveled.

Pursue the question further; ask if he seeks inquiries or orders, and if the former, how he is going to handle them when they come in—and you will meet with blank bewilderment. He doesn't know!

Having definitely determined the exact action which should be your logical goal, proceed to plan the last paragraph of your letter before you write the first one. From your opening word to your final syllable, drive directly toward your action climax. And having attained that desideratum—*stop*. Don't let the lure of the last line lead you to tack on a stale and unprofitable anti-climax.

Not that this climax—this "stopping place"—need be a sensational, breath-taking statement. More often, by far, it is the commonest of commonplaces, but so soundly supported by logic that the prospect's mind is made up—and made up *your* way.

Let me venture a few concrete examples more clearly to illustrate exactly what I mean by writing to a climax.

A health service, marketed by mail, has built its business largely upon a five-paragraph "mystery" letter. The entire letter is psychologically sound, and well worth reproducing; but we will content ourselves with the conclusion:

The attached card will bring you the full story, without cost or obligation. It will take ten seconds to fill out the card. It may add *ten* years to your life. Is it worth while?

None of the old hectic hurry. Apparently not a particle of urge to action. But it would take a hardened individual, indeed, lightly to cast aside a message that offers even a bare possibility of adding a decade to his life span.

The writer reached his climax. Stopped. Waited—*expectantly*.

And while we're at it, let's say a few words concerning the expectant attitude. Psychologists, you know, are fond of telling us that many a human failure may be

traced to a lack of "expectancy." The subject simply doesn't go out *expecting* success—and so he finds—failure. And that goes double for the writer of sales letters.

I do not say that the successful writer of sales letters must be a perpetual Pollyanna. But he must put words on paper with the very definite expectation of reaping his reward in definite *action*.

Most letter writers do not anticipate action. They do not definitely picture the reader moved by their message—as I picture you now—this very moment—nodding your head in agreement with this obvious conclusion.

No, your ninety-nine-in-a-hundred writer simply dictates so many paragraphs, tacks on his last line—and hopes for the best. And that is why he gets a dribble of responses, instead of a flood.

But back to our examples. Here's an interesting one from the International Accountants Society, Inc. (a division of Alexander Hamilton Institute).

"If you are an average human being you don't want to take a course in accounting, either by correspondence, in a resident school, or a night school."

The letter then goes on to point out that such a course demands certain sacrifices in time and social pleasures; certain effort and application which the average person is not willing to make. It then proceeds to explain that perhaps you are not an "average person." Five in a hundred, it declares, will make the necessary sacrifices to attain increased power and pay. You may be one of the five.

Then comes the conclusion:

The accompanying card is here for the purpose of winnowing out the 5 per cent from the ninety-five. I am wondering what you will do with it.

Frankly, now, can you imagine a better conclusion? Put yourself in the position of a logical prospect for the course. Wouldn't those last few words set you to thinking?

The most frequent weakness in sales letter conclusions is that they urge action now—at once—without

delay, but give no logical reason to prod the prospect out of his procrastination.

How much more effective is this conclusion from a letter used by the Philip Carey Roofing people:

Mail the card to your Philip Carey dealer. He will be glad to tell you more about this plan of renewing your roof at a cost less than you would expect to pay for temporary repairs.

And wouldn't it be a good idea to mail that card NOW—before the next hard rain?

Some time ago, the Fidelity Investment Association used a letter designed to interest parents of young children in a plan to insure the college education of their youngsters. Here is the conclusion which is particularly good, because it points out to the prospect that even with the first payment he has taken a definite step toward the goal of his desire. It shows him, in definite terms, exactly what he is going to get for his money. And that is news to which a prospect always turns eager ear:

All you need do to put this plan right to work is to fill in the attached application at the point marked "X"—and send it back to me with your check for \$120.00. That's the "Nest Egg" you start with, you know.

And just think, with this first check you have already covered entrance fees and the first month's tuition for your boy's college course!

And what a joy it is to know that you have really made a start. Let's begin this very day!

But there are times, to be sure, when the immediate action we seek is not an order nor even an inquiry. A manufacturer of refrigerating equipment for meat markets uses a letter which is designed primarily to get the prospect interested to the point of reading an accompanying folder. This done, the letter accomplished its mission. So the writer picked one of the experience stories detailed in the folder, and built his letter around it, with the following opening paragraph:

Are you like Fred J. Deters, of Covington, Kentucky, who tried every way in the world to increase his sales and profits in the meat business?

To Bring the Valleys Up to the Peaks

A sales curve plotted from the records of almost any car being sold in the Chicago market, if based on neighborhood-by-neighborhood sales, would be an illuminating succession of peaks and valleys. And it would disclose to eager eyes an opportunity too long neglected—a chance to bring the valleys up to the peaks through intensified effort where it is definitely needed.

The *Chicago Evening American* alone of Chicago newspapers, is equipped to aid motor car makers in plotting such a curve in Chicago and in bringing its valleys nearer to its peaks. Not only can it disclose the facts needed to do so for all of Chicago's dozens of neighborhood markets, but it can supply quarterly data on new car sales by makes in every one of Chicago's 18,060 blocks.

The Boone Man can explain fully—ask him now.

CHICAGO EVENING AMERICAN

a good newspaper

Now in its ninth consecutive year of circulation leadership in Chicago's evening field, the *Chicago Evening American* is more than ever vital to complete coverage in the Chicago market

National Representatives RODNEY E. BOONE ORGANIZATION

Wouldn't that interest you if you were a struggling market man?

The letter then proceeded to tell just enough about Mr. Deters' experience to whet the reader's interest, concluding:

The attached folder tells the tale, turn to it now—and begin next month to make more money from your market!

Then there are those cases where definite action must be left to a local dealer or agent, the letter, in such instances, merely serving as an interest-arouser.

The Marietta Manufacturing Company, maker of Sani Onyx,

furnishes an interesting example of such a letter. This letter is especially good in that it paves the way for the local agent, and gives him a logical excuse for calling. Here is the excellent concluding paragraph:

"There are many more interesting things we could tell you—things you really would like to know about Sani Onyx. But our local Construction House (address) will continue the story, and show you actual samples of Sani Onyx. You will hear from them within the next few days. And in the meantime—thank you for your interest."

What Groucho Says

Meet One of the Vice-Presidents

WHAT is the rottenest term of introduction in the whole category of "Shake hands with so and so"? "Meet my right hand man"—That's bad enough. "Meet a live wire." "Meet a regular guy." They're pretty punk, but you haven't hit it. Shop was full of strangers today. I was introduced to six of 'em, by this or that fat-head in our organization. Each time it was with that smile which seemed to say, "Now, my friend, I'm going to show you a real man," and then, "Meet Mr. Groucho, one of our vice-presidents." "One of our vice-presidents." Can you beat it. Bragg, copy man ordinaire, puts it that way because being a V.P. is his idea of nuts and heaven. Bonner, art director, does it to get my goat.

Nobody coddles the fiction of a single V.P. and says, "Meet our vice-president." A literal, honest boy knowing there are many V.P.'s just naturally asks you to meet one of 'em. A goat-getter does the same thing to do you dirt. All introducers are made up of those two classes about equally divided.

Benton, of *Standard Monthly Gazette*—you know Benton, the joshier—had an exhibit framed to show me the other day. Six letterheads from our house, each with

the house caption and "Office of the Vice-President," and a cartoon of the Boss saying "Meet six of our vice-presidents."

Biddle has just been made a V.P. Came in and instead of lolling in Biddle's chair, he sat up straight in the slippery chair, so I could see him swell when he told me about it. Ass't Treas., a literal-minded admirer of V.P.'s was in the room when Biddle told about it. "Ain't that fine Mr. Biddle!" he chirps out. "Which V.P. are you, first or second?" I couldn't reach him to kick him and Biddle, who is mostly honest, replied, "Eighth." Then Biddle slumped into Biddle's chair, and Ass't Treas. wondered how come the cold wave.

I had to nurse Biddle through three-quarters of the barest kneed show in town before he came to life enough to smile. That's what an "eighth" tacked onto an honorable title of vice-president can do to a sensitive soul like Biddle, and I know Biddle's house well enough to realize that Biddle's V.P. is in the nature of honorary compensation in lieu of money.

Instead of making a fellow a V.P. why not give him the degree of W.M.M.T.W.P.—*Worth More Money Than We Pay?*

GROUCHO.

Here's Logic For You

EACH one of us grows stale at times, especially if working year in and year out at the same old grind.

For instance, suppose you want to get out a booklet or folder. You may find your thoughts centered on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to assume that an organization which has been producing printed matter for nearly half a century has an accumulation of ideas that can be made to fit your business.

Just ask us for suggestions. If we are able to help, you win. But if we can't, we will frankly tell you so.

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue : New York

THE UNITED STATES DEPARTMENT OF COMMERCE SAYS

The Department of Commerce's Wholesale Grocery Atlas contributes some interesting data, which, it is true, are not too relevant to the retail trade area because they represent a wholesale territory, but nevertheless they do indicate that the Oklahoma City Market is first in size, population, wealth, and all other indicia that establish a market as the leading sales territory in its state. At the right we illustrate how the A. B. C., 68-mile Oklahoma City Market, shown by the heart line, fits into the Department of Commerce's area, shown by the white counties.

Population in this area, 1,192,850, or 46.3% of the State's total.

\$546,514,000, or 46% of the State's spendable income is within this area, as is 63.4% of the State's \$1,460,050,000 raw material value.

Number of towns: 1,000 to 5,000, 89; 5,000 to 10,000, 8; 10,000 to 25,000, 12; over 25,000, 2, one of which is Oklahoma City with 194,000.

Number of retail outlets, 13,890, or 52.3% of the State's total; wholesale outlets, according to

the limited classification in a Study of American Markets, number 138, or 56.1% of the State's total.

Automobile registration is 298,458, or 58% of the State's total, and the 1929 gasoline tax amounted to \$5,229,055, or 49.3% of the State's total.

Number of families with telephones, 8,481, or 55.3% of the State's total. Number of electric consumers, 92,000, or 50.7% of the State's total.

This area produced 208,527,000 barrels of oil in 1929, or 82.6% of the State's total production.

More than 87%, or 163,957, of the Oklahoma and Times total circulation is in this area, an excess of 14,937 over the combined total circulations of the other 24 dailies published within this area, including the third Oklahoma City newspaper.

The cost a thousand of Oklahoma and

Times circulation is 3.6c (total cost against trade area circulation only) compared to 8.7c for the 24-paper combination (total combined circulation, 149,020).

THE PUFF CORNER

Oklahoma City, with building permits totaling \$24,374,100 for 1929, ranked fourth among cities in the southern portion of the United States. The year's total placed Oklahoma City in the lead among all cities of the tenth federal reserve district.

In the tenth district the Oklahoma City building operations showed far ahead of Denver and Kansas City, double those of Tulsa, nearly three times those of Wichita and more than four times those of Omaha.

SEAKER

LACORD

MCDONNELL

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Data Speci

THIS from Mr. C. K. Hart, advertising manager W. A. Sheaffer Pen Co. of Fort Madison, Iowa:



"NO doubt the entire Free Press organization will be gratified to learn of Sheaffer's success this past year in the Detroit territory, since The Free Press has actually played an important part in our upward climb."



"ALTHOUGH Sheaffer limits distribution to selected accounts in certain restricted retail lines, the number of new dealers opened during 1929 in sections where Sheaffer here-

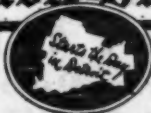
tofore had not been represented, was about 10% greater than the average for the entire United States. Further, dollars and cents volume increase for the Detroit territory was nearly 100% over the average volume increase for the U. S."



SHEAFFER advertising having appeared regularly in The Free Press, further comment on our part is quite unnecessary.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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Ben Day Was the Name of a Man

The Ben Day Process Is Full of Untouched Possibilities

By Aesop Glim

HIS mother named him Benjamin, but he was known as Ben by those who worked with him. He was an engraver with a vision and an infinite amount of patience. The methods he introduced are now known as the Ben Day Process. So widely has the process been used that we are apt to forget that the name means more than a method.

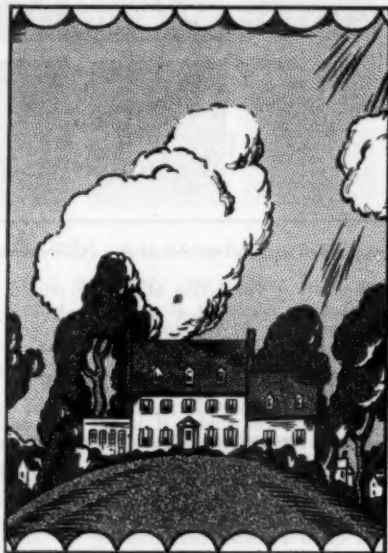
Yet widely as the process has been used, I believe that some day—when we weary of the newest thing in art and typography—there will be a vogue for Ben Day which will develop possibilities as yet untouched in that process. The process holds the great possibility of infinite combinations—for almost every type of printing; black and white or color; in newspapers, magazines or booklets and mailing pieces; on almost any kind of paper.

Ben Day's basic purpose was to find a means of introducing shades and tones—mechanically and uniformly—into simple outline drawings for line cuts. With the hundreds of patterns for Ben Day work now available, and the possibility of using several patterns in combination in one engraving, the effects which can be obtained are almost endless.

Add to this the fact that much can be saved on both art and printing costs—and usually with a saving on engraving costs—it is logical to believe that we will some day take the time to study the Ben Day Process. Novelty, variety and economy should be enough to attract the interest of any smart advertising man.

Advertising men may yet make a holiday of Ben Day's birthday.

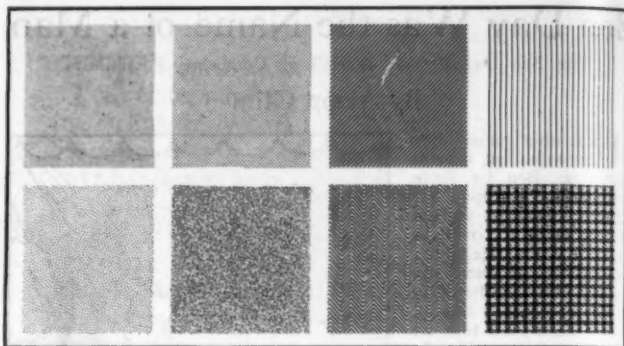
With the Ben Day Process it is



Four Patterns of Ben Day Were Used in Making This Engraving

possible to fill any open area in a line drawing with a shading, a tint or a pattern which approximates the tones of a halftone, yet which, in its proper place, may be even more interesting. Patterns and cross-hatching by this process are accurate, because mechanical—to a degree which no artist can approach by hand methods. The weave of a fabric can be suggested by a Ben Day pattern. Soft tones or brilliant contrasts can be built.

Your engraver will supply you with samples of the Ben Day patterns which he uses. On page 34 a few patterns are reproduced. There are several hundred patterns available. The patterns and methods have both been added to and improved steadily since the time of



A Few of the Hundreds of Ben Day Patterns Available for Your Use

the inventor. "The laying of tints" describes the whole set of patterns and machinery in use today, although it is still most commonly known as Ben Day work.

Selecting the proper pattern or patterns for each job is a matter requiring careful study; it is advisable to consult your engraver in most cases, until you have had some experience with this type of engraving.

Artwork for Ben Day work is most often a simple line drawing. It may be simply an outline drawing—in other words, the lines which originally indicate the picture may be removed after the tints have been laid—and not appear in the proof of the finished engraving.

When a combination of line drawing and Ben Day is wanted in the finished job, it is usually customary to put a tissue paper flap over the line drawing and then indicate—in blue pencil—on the flap, both the pattern or patterns desired and the exact area each is to cover. This could be indicated directly on the drawing in either blue pencil or a blue wash. (Blue photographs white and is therefore not reproduced on the photographic plate for a simple line cut.)

For an outline drawing, when the lines are to be omitted, it is necessary to indicate to the engraver that the lines are to be re-

moved after the tint has been laid.

Now let us look over the shoulder of a Ben Day operator.

Ben Day operators are definitely artists; they are recognized and paid as such. It will pay you to go and see one at work. Their art requires a feeling and knowledge of both line and tone, together with a micrometric precision of workmanship to one one-hundredth part of an inch.

Each pattern is laid by means of its own screen, held in place by a Ben Day machine. The pattern may be applied to the artwork itself—provided the pattern is not too fine or the paper too rough. Or it may be applied to the photographic plate. Most often the pattern is applied directly to the metal plate, after the print of the lines has been made on the metal. The screen is fastened in such a way as to be hinged—for raising or lowering. The screen is the key to the whole process.

A Ben Day screen is a thin film, looking like gelatine, stretched on a light wooden frame. The pattern is engraved in relief on the under side of the film. An inspection of the samples printed herewith will indicate the delicacy of the pattern. When the proper pattern has been selected, the corresponding screen is fitted into the machine. The plate on which the pattern is to be printed is laid

I Hope a Certain Westerner Now in New York, Gets This Message!

A BIG motor-car manufacturer from the effete East who got here yesterday told me about your resplendent Manhattan habiliments. Said he thought "going New York" was all right, and added, philosophically, that Easterners who come out *here* do the same thing. That is, they adapt themselves to *our* environment, climate, clothes, reading preferences, and what have you. ♦ ♦ ♦ One of the *smartest* things they do is *this*: Three out of five of them subscribing to a morning newspaper choose *The Examiner*. That's why we wallop the other morning-and-Sunday paper in circulation. And that's why so many of those agile-minded space buyers way down East are giving us the *break*. Take motor cars, for instance. Have you checked the latest Media Records and found that in January *we* carried 96,932 lines of National Auto advertising whilst the Times carried but 54,324 lines? Darn near *two* to *one*! ♦ ♦ ♦ In January we led the Times in thirteen other National classifications, too. Interesting—what?

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

face up on the machine; the under side of the screen is inked with an ink which will resist the acids later used for etching the plate. Then the screen is brought down onto the plate and an even printing is achieved by rolling a rubber roller over the back of the screen.

The machine is so accurate that the screen may be lifted for inspection of the results, then returned to exactly the same position as before. The screen may be moved to right or left, forward or back, in units of micrometric dimensions. The angle at which the pattern is applied is determined by the position of the plate. An area of any size, large or small, can be covered with each pattern; it is possible to match the edges (when covering a large area) so exactly as to be imperceptible to the naked eye.

Before making the print, the parts which are not to be covered with the pattern in the machine are covered with a gamboge mask. After the laying of the Ben Day tints this gamboge is washed off and the process of finishing up the engraving is the same as for a line cut.

There is little more that I can tell you about the Ben Day Process. You don't need to know how to lay the tints. No one could begin to suggest the possible uses to which Ben Day could be used in advertising illustration. Get yourself a Ben Day chart—or the official Ben Day Book—and study it out for yourself.

And sometime when you're looking at a particularly delicate pattern, figure out the amount of work it took to draw the original patterns.

Ben Day was the name of a man!

Frohman Agency Associates with St. Paul Agency

Louis H. Frohman, Advertising, New York, and David, Inc., Advertising, St. Paul, Minn., have become associates in order that clients of the two agencies may have use of the facilities of either agency. The two agencies will also be associated with Greenly's, Limited, London, England, continuing the association of the Frohman agency with the English firm.

"Credit Monthly" Appointments

C. T. Rogers, formerly with the Armour Fertilizer Works, Chicago, has joined the staff of *Credit Monthly*, New York, as marketing service manager. Philip J. Gray has been appointed Western manager. He was formerly with the United Premium Sales and Service Company, Chicago.

K. W. Diller, Eastern advertising manager of *Credit Monthly*, has, in addition, been made circulation manager.

L. P. Dutch with Dorr & Corbett

Leon P. Dutch, until recently with the Boston office of Doremus & Company, New York, financial advertising agency, has joined the firm of Dorr & Corbett, publishers' representatives, Boston. The firm name now becomes Dorr, Corbett & Dutch. Mr. Dutch formerly represented the *Woman's Home Companion* and *Delineator* in New England.

Cyril Langlois with New York "Times"

Cyril Langlois has joined the national advertising department of the New York *Times*. He was, at one time, with the former advertising agency at Detroit of E. LeRoy Pelletier and later was with the Detroit office of the S. C. Beckwith Special Agency, Inc.

Yost Agency Affiliates with Ferry-Hanly

The Yost Advertising Company, St. Louis, has established associate connections with the New York, Chicago and Kansas City offices of the Ferry-Hanly Advertising Company, Inc. The Yost agency will continue to function independently.

New Carolina Newspaper Started

The *Carolina Free Press*, published at Columbia, S. C., made its appearance February 1. The new publication is under the management of Ben E. Adams and W. B. Tarkington.

Trimble Furniture Appoints E. S. Swazey

E. S. Swazey has been appointed sales manager of the E. M. Trimble Manufacturing Company, Inc., Rochester, N. Y., nursery furniture, succeeding G. M. Miller.

J. H. Chase with Addison Vars

John H. Chase, for the last ten years representative of *The Shoe Retailer and Hosiery Age* at Philadelphia and Rochester, N. Y., has joined the Rochester office of Addison Vars, Inc., advertising agency, as an account executive.



Compound Interest

Reader interest, maintained and multiplied over fifty years, has created for the Examiner solidly established supremacy. For the last 34 years, in fact, it has led in circulation and in all major advertising classifications.

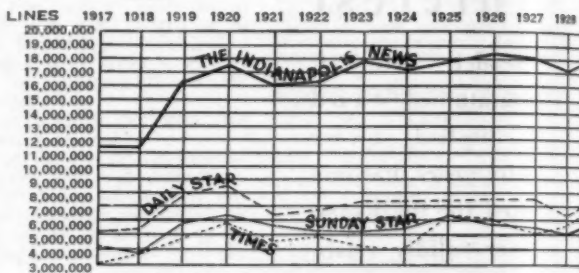
The possibilities of this compound interest, in a year-round field where the standard of living is 65.1% higher than the country's average, should attract every profit-minded advertiser.

SAN FRANCISCO EXAMINER

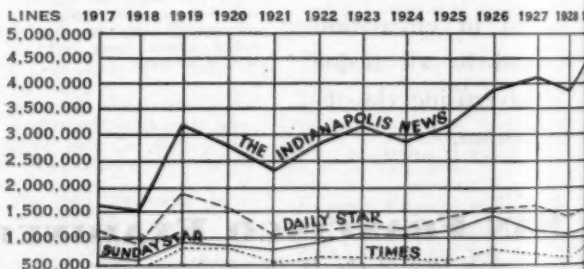
*One of the 28 Hearst Newspapers
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.
IN DETROIT: A. R. BARTLETT, General Motors Bldg.
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.

..... a 13



TOTAL ADVERTISING



National Advertising

[[Charts based on figures compiled by
the three Indianapolis newspapers.]]

3 year Comparison

that "graphically" points the path to profits in the rich Indianapolis market

This year's advertising and selling problems will be solved by facts . . . sufficient facts to give a *complete* picture. One year's record seldom, if ever, provides adequate basis for judging the merits of an advertising medium. Advertisers confer leadership on a newspaper only after long years of proved productivity. That's why the charts opposite cover the entire period since 1917.

They show at a glance the emphatic preference advertisers have given The News for years. Look more closely and you will discover an *increasing* margin of preference . . . reaching new record peaks each year since 1927.

There is the significant point to remember! Increasing leadership due to increasing concentration in The News. And increasing concentration because The News covers the *entire* territory at *one* economical cost, making greater profit possible. In this inviting Indianapolis market,

The News . . . ALONE . . . Does the Job!



The INDIANAPOLIS NEWS

Also The Indianapolis Radius

DON BRIDGE, Advertising Director

New York

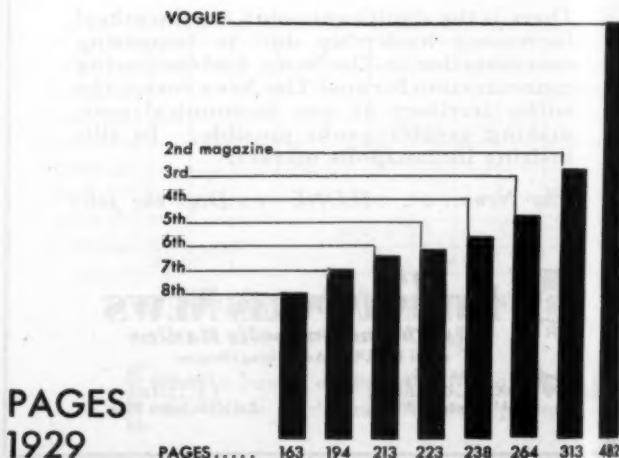
DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

Toilet goods advertisers have found the Vogue market so tremendous in its purchasing power that they have used . . .

168¹/₄ more pages in Vogue in 1929 than in any other women's magazine.



What an Unusual Name!

Some Homely Opinions from a Seafaring Man on How We Name Our Products

By Robert Bostick

"I CAUGHT rather a nasty cold the first day I was ashore," the chief engineer of a boat plying principally between tropical ports told me recently, "and as I had seldom been out of the tropics in fifteen years it bothered me. I had a very sore throat and it was getting worse by the minute. Not knowing your fair city sufficiently well to knock on side doors and secure the remedy I used fifteen years ago in London, I thought of going to a chemist and getting something for my trouble. I rode uptown from Bowling Green in your tubes and I noticed at once that there were several things advertised in the subway which were made for my relief. And also I noticed that a number of them had amazingly long names, which were difficult to remember. When I came up from the tubes I proceeded across the street to an apothecary somewhere near the Grand Central Station. I was almost positive of the name when I started, but as I got into the shop I couldn't for the life of me think whether it was Metusson or Globora. Then there was another one that kept flashing through my mind, something like Nesserole. As I searched about among the cameras, the 'Outlines of History,' the safety razors and the other goods in the store for some place where they sold drugs, I wasn't at all sure what the name was. In addition to that, I was quite sure that if the name was as I then thought it must be, Metussin. I should probably mispronounce it.

"I went back again to the tubes, I paid another nickel. I got into another subway train going down to Fourteenth Street. This time I was desperate. I had to learn those names. So I took pencil and paper in hand and copied down the names of several things which were advertised for my throat. Then I found that I was all mixed up.

One of the things I was trying to remember was Glostora. Another one was Kolynos. To my chagrin I discovered that one of them was a preparation for the hair and the other to brush one's teeth. Musterole was something to rub on the chest. It was either Pertussin or Zymole that I was looking for. One was good for a cough, the other would stop the tickle in my throat. I walked across the street and came uptown again to Forty-second Street. It was either Pertussin or Zymole. I wasn't sure how to pronounce either one of them. I started to talk to myself. Several people seemed to be observing me strangely. Was the 'u' in Pertussin long or short? Did one sound the 'e' at the end of Zymole? Was the 'o' before the 'l' long as in rope or short as in top? I did not know.

"Again I came out from the noise and the roar of the subway. Again I crossed the street and entered the apothecary shop, still with the tickle in my throat. As I approached the counter I became more and more self-conscious. I didn't want the man behind the counter, who might suspect I was a stranger in town, to correct me for my mispronunciation of either word. I stood in the corner trying them again on myself. It wouldn't do. I was laboring under a terrible inferiority complex. I walked casually to the end of the counter as if to look for cigarettes. I saw a box there with the face of two honest looking men on the package. I bought a box of Smith Brothers' cough drops. The name was easy to remember, the trademark was plain, they seemed to do my throat good.

"I wonder why the makers of so many products thought up names which are so difficult for a stranger either to remember or to pronounce."

This rather free setting down of

what a man told me who for many years plied his salty way between Rio and Santa Marta, and who had never before been in the States, made me stop and wonder also. He does get home to London every summer for six weeks. There, he told me, they do things differently. There are very few names which had been thought up by "tricksters," as he called them. "The men who name products in America," said the chief engineer, "must be people who think they are doing a fine piece of work when they evolve a word of three syllables which can be pronounced in seven different ways, a word also which is most difficult for a stranger to remember."

In London there are names like Pears' Soap, Bass for ale, Sunlight for soap, Wills' for cigarettes. There is also Johnny Walker, an ale called Worthington and Players' cigarettes. All of them, he says, are easy to pronounce, easy for even a stranger to remember and identify. Most of the successful brand names in the country of his birth are commonplace.* Here they are unusual. Sometimes on his steamer he meets passengers with long names like Fleckheimer, Millicamber, Wharnccliffe, Learmouthson. Those are names which he has jotted down and when he introduced them to other people they often remarked, "what an unusual name!" No man with a name like that, according to the chief engineer, could get very far in politics. Then he asked a question somewhat like this: "Why is it that in a country where presidents have almost always had names which are easy to remember, almost commonplace, people who name products which are supposed to be sold, take such trouble to make them difficult and unusual?"

I couldn't tell him. It would seem far better that people who want to make the public notice their names should choose names that the public already knows. If one lady on a boat asked another where she had bought her good

looking coat the lady might easily and naturally reply that she had purchased it at Harrods', but she would probably never think of telling any one that she had purchased her coat from the International and Cosmopolitan Woman's Clothing Emporium, Ltd.

Then why are the newspapers, magazines, street cars, posters, etc., cluttered up with foolish and difficult names which keep people from asking for them at the counter, inquires this ingenuous and somewhat disconcerting chief engineer? The names that worried him seem all right to me, though it may be because I'm used to them. But when advertisers go into huddles and long conferences trying to think up some name which no one has ever thought of before, they should think of all things, including strangers. They may pick a name, when they finally work it out, which is not a good one in the sense that whenever the prospect has to say it at a counter it makes him feel foolish. No one has any qualms, for example, about walking up to a cigar counter and asking for a pack of Luckies. But if some clever adman had thought up the name Swell-O-Smoko for a cigarette it wouldn't be so easy. And in many a product there still seems to be that desire to think up a name which makes the buyer feel foolish when he recites it.

It is also true that for new products names are being chosen which are either too clever or too descriptive.

Here is a new milk and chocolate soft drink about to be launched on the consuming public by a hopeful group of young men and their wealthy relatives. The formula is a good one. The drink is tried out on their friends and also in three drug stores and four corner groceries. Great care is shown in the tryout. But when it comes to a name everyone tries to be clever and in a final choice between Gurgle-Cool and Chocco-Milko the latter wins out. No one thinks of trying that out and seeing how foolish it makes one feel before the cool, calm, discouraging gaze of a grocery clerk.

The fault is often that of the

[*We disagree—on the front page of the *Tatler* are names like Genasprin, Dinneford's, and Spinet—Oval for a cigarette. It's all in getting used to them.—Ed.]

"Wallop the Times"

—That was the joyous shout of the Los Angeles Examiner in PRINTERS' INK of January 30, 1930, based on the assertion that among various "national advertising classifications" it had led the morning and Sunday field in FINANCIAL ADVERTISING during 1929.

"All these happy figures," the Examiner exults, "are taken from the expert findings of Mr. Nugent and his gang of digit sleuths in Media Records." . . . Here are the facts:

*National Financial Lineage In Los Angeles for 1929

Los Angeles Times ----- 479,570

EXAMINER
NEWS
HERALD
EXPRESS
RECORD

} All Combined -- 227,752

The Los Angeles Times attaches no blame to the Examiner for its amazing misstatement. The Times' financial dominance in Los Angeles has only been true for forty-odd years, and likely enough the Hearst newspaper has not yet found it out. No injustice was intended. It was just a happy dream that came to smash in a cold, cruel world.

*Los Angeles Times' total financial lineage for 1929 —national and local combined—was 2,227,232. The Examiner's total, 1,309,700. All Examiner figures in this advertisement include the American Weekly.

Los Angeles Times

Eastern Representatives: Williams, Lawrence & Cramer Co., 360 N. Michigan Bldg., Chicago, 285 Madison Ave., New York. Pacific Coast Representatives: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

advertiser who makes a desperate attempt to get a name which is descriptive of the product, which suggests its qualities or even the sound of the product when it comes out of the container or the bottle.

The number of trick names which were wished on automobiles in their early days and which went the way of the snows of yesteryear, while proper names like Studebaker and Packard came with flying colors through the period of hard competition, should be a sufficient deterrent to the maker of trick names, but it usually isn't.

The proper after a trick name seems always to forget that the prospect is more likely to give his good-will to a firm rather than to a product. Subconsciously in the mind of the quick reader of an advertisement there is the thought that if a manufacturer uses his own name he still has a personal interest in the business. In these days of giant mergers and impersonalized dealing with the public, there is a very appreciable advantage in having the maker of the product put his own name on it. If his own name is not a difficult one to pronounce it is better than any fancy coined name thought up by an adrafter.

The relation between a simple, easily pronounced and remembered name, and simple, homely copy is very close. It isn't considered often enough when there is a new child in the family of products to be named.

Just as a name like Algernon, Clarence, Aramantha, Dulcinea, or Demosthenes wished on boy and girl children at birth is secretly resented by the victim from the age of six on through life, many a management wishes later it had chosen a more suitable name in the first place. But by that time \$100,000 may have been invested in advertising to make it public. In naming a new product, it is well to give it a tryout first, to listen to possible prospects talk. A name, especially for a new product, should give a hint of something familiar. It should be capable of only one pronunciation by any person of average intelligence, and easy to remember.

A Comprehensive List on Color in Advertising

CRUTTENDEN & EGER
ADVERTISING

CHICAGO, FEB. 5, 1930

Editor of PRINTERS' INK:

May we take this opportunity to thank you for the very comprehensive list of articles relating to the use of color in advertising and merchandising that we received today. The promptness and whole-heartedness with which you have furnished lists that we have asked for so many times is certainly evidence of the thorough manner in which the PRINTERS' INK Publications serve their readers.

LEON H. LEWIS,
Assoc. etc.

Sydruth Laboratories Formed at Rochester

The Sydruth Laboratories, Inc., has been organized at Rochester to market cosmetics and specialties through direct selling and mail order. S. M. Prevor, formerly sales and advertising manager of James Vick's Sons, Inc., Rochester, seeds and nursery stock, is president and treasurer of the new concern.

Cedar Rapids Agency Incorporates

The Ambro Company, Cedar Rapids, Iowa, advertising agency, has been incorporated as the Ambro Advertising Agency. H. J. Rowe is president and A. O. Ambroz is vice-president and secretary.

Liggett & Myers Have Larger Net Profit

The Liggett & Myers Tobacco Company, New York, Chesterfield, Fatima and Piedmont cigarettes, reports a net income of \$22,107,128 for 1929, after Federal taxes and charges. This compares with \$19,408,644 reported for 1928.

Appoints Campbell, Lowitz and Whiteley

The Decapo Chemical Corporation, Newark, N. J., has appointed Campbell, Lowitz and Whiteley, New York advertising agency, to direct its advertising account. Newspapers will be used.

Union Trust Advances J. C. Anderson

J. C. Anderson, assistant vice-president and manager of the new business department of the Union Trust Company, Cleveland, has been made vice-president.

Appoints Herman Sonneborn

Parks & Recreation, Minneapolis, has appointed Herman Sonneborn, publishers' representative, New York, as its Eastern advertising manager.

THEORY and PRACTICE

by E. D. Coblentz

Editor of the
New York American



Unless you deny the premise that citizens of this most modern of cities are susceptible to its modern influence, you must be in agreement with the principle which governs the editing of the New York American. We are making a modern newspaper—a paper modern in the sense that New York and the outlook and attitude of New Yorkers are modern—a paper, as a colleague of mine has said, “as new and as newsy as New York itself.” Though you might not have noticed it, we have given this paper a clearer, crisper type, a more dynamic faster-reading scheme of make-up. We insist that every issue, daily and Sunday, reflect every phase of the city's life. That's why we print all of the news. And, in features, we believe we meet every whim and every want of New York's heterogeneous and sophisticated population. I know we are on the right track. The growth of our daily circulation proves it. And every Sunday we go well beyond the million.

THE

NEW YORK AMERICAN

THE WAY TO REACH THE MODERNS



**Increasing Industrial Activities
and Increased Farmer Buying Power
Will Make 1930 a Great Year in
MICHIGAN**

The extensive agricultural interests of this state have even greater buying power than heretofore, while hand-to-mouth buying on the part of retailers has reduced stocks to a point where increased manufacturing activities are absolutely essential.

Forward looking advertisers will contract for space in The Booth Newspapers because they reach this market of great potentialities in 1930.

Write for information about this market

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed

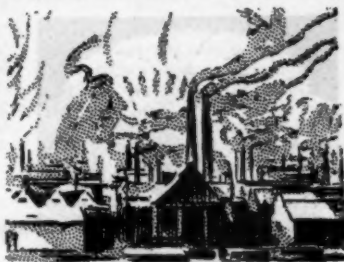
\$80,000,000 Payroll in 1929

(Estimated)

Makes FLINT Second in MICHIGAN

The yearly payroll to Flint workers is more than double the amount paid to wage earners in many cities larger than Flint—and represents a tremendous retail buying power within easy reach of advertisers.

And is so arranged by Flint industries that—



Every day is pay day in Flint

Flint Makes Over 26% of all U. S. Automobiles and Pays High Wages!

According to the reports of the U. S. Department of Commerce the average annual wage paid to workers in Flint is \$1,780.

This is 37 per cent greater than the average of all industries in the entire United States. The Flint working population has increased from 43,000 in 1928 to a 1929 daily average of over 47,000.

51,534

NET PAID DAILY

Publisher's Statement to A. B. C. Sept. 30, 1929

39,827

The Journal's Circulation within the city limits with a population of

164,520

covers the city and trading territory practically 100%.

FLINT THE HOME OF

Buick Motor Co.
Chevrolet Motor Co.
Fisher Body Corp.
A. C. Spark Plug Co.
Marvel Carburetor Co.
Armstrong Spring Works
and many other manufacturing plants.

This great buying power reached through Flint's only daily newspaper.

The Flint Daily Journal

One of the Eight Booth Newspapers of Michigan

I. A. KLEIN

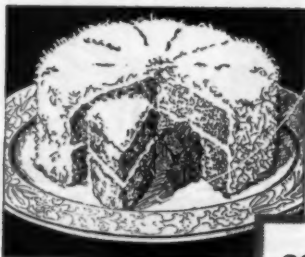
J. E. LUTZ

50 East 42nd St., New York

180 N. Michigan Ave., Chicago

Grand Rapids Press
Flint Daily Journal
Saginaw Daily News
Kalamazoo Gazette
Jackson Citizen Press
Bay City Daily Times
Muskegon Chronicle
Ann Arbor Daily News

Hostess Cake



advertised in St. Louis
exclusively in
THE ST. LOUIS STAR and the
other large evening newspaper

National advertisers of grocery products, in 1929, decided that more intensive cultivation of the St. Louis market through increased advertising in The St. Louis Star and other large evening newspaper was good business.

Both of these newspapers showed increases in this classification of advertising.

The daily morning newspaper and the third evening paper showed losses aggregating 120,626 lines.

Incidentally The Star's gain of 16,757 lines in national grocery advertising topped that of the runner-up by 69%.

THE ST. LOUIS STAR

National Advertising Representative--GEORGE A. McDEVITT CO.

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Should Agencies Use Client Questionnaires or Topical Outlines?

Which Proves the Handier Tool in Making the Situation Survey of the New Client?

By Lynn Ellis

"**A**GENCY Research Man" speaks wisely in **PRINTERS' INK*** on the subject of the initial client questionnaires used by advertising agencies. In adding something to his article it is in no spirit of disagreement—rather that of carrying a well-founded discussion one step further.

If I understand correctly, his practice in obtaining information about new clients represents a middle ground between two extremes. For convenience, let's establish, list and label three broad schools of method. There will be variants and lesser schools, but these three will broadly herd them all:

1. "FQ"—the adherents of the fixed, exhaustive questionnaire.

2. "SQ"—those who develop special questionnaires, as I understand "Agency Research Man" does, from a standing topical outline.

3. "TO"—those who develop no written questionnaires whatsoever, but depend on the topical outline to suggest appropriate questions on the spot as the survey interview proceeds.

Then let's limit the discussion to situation survey proper, under the second of these four definitions:

Basic Analysis—acquisition of accumulated information from intermediate sources, the review of it and the formulation of guiding principles out of it.

Situation Survey—sympathetic acquisition of information from client sources only.

Formal Product Survey—cold-blooded check-up on products and their status from original sources, by technical test, user test, personal investigation and mail questionnaire.

Formal Organization Survey—equally impartial acid-test of client and competitive organizations, after the manner of the industrial engineer.

I confess to belonging to the "TO" school, for reasons to be developed, but am equally frank to confess that I can't always carry my own delegation. Therefore I'm not death on questionnaires, but do sense a progression from FQ to SQ to TO as practice breeds full confidence. For inspection purposes, however, I put all three methods on a par.

Inspecting first the exhaustive fixed questionnaire, we see in its favor (1) completeness; (2) preparedness; (3) presumably no need for rewriting or rearrangement after the interview, since all facts fall into pigeon-holes; (4) safety in the hands of run-of-mine reporters, i. e., interviewers of lesser experience than would be required for framing significant questions out of hand.

Protecting the Account Executive

Arguing the latter point one day was an agency head who said: "I'm for the questionnaire for the simple reason that as an interviewer the typical account executive has got to be regarded as a downright moron and protected from his own lapses. It would be different if he were doing situation surveys every day instead of maybe only two or three times a year, or if he had ever developed especial skill as an investigator. He may know what to do with the facts when he gets them but fact-finding is a specialized process and he can't be expected to be an expert in everything he touches—not and still be the co-ordinator I hire him to be."

My reply was that I don't look

*"What Questions Should the Advertising Agency Ask New Clients?" February 6, page 99.

upon the situation survey *quiz* as the service man's job. I feel that the service director—the man of greater experience, higher up—is the man to ask the questions: The account handler, the man to write down the answers. Of all times when the man behind should be on the job, the situation study conference is *the* time. Out of such a session he should get reactions in tone, attitude, etc., that can hardly be reduced to writing—many that had better not be. If he ever expects to sit on top of the situation he should start while it is being unfolded.

Right there, you see, is a factor of considerable importance to be weighed before taking pot shots at questionnaires. Stack the account handler single-handed up against a battery of client officials and there's a real argument for the census blank to hold the conversation on even terms.

Moreover, the most elaborate questionnaire alive can be organized on the sectional, loose-leaf basis, so that whole gobs of it can be left out at will. The agency head I quoted has done just that. His questions are in convenient units, the sheets coded and Mimeographed. His questionnaire commonly appeases both wrath and terror the moment the advertiser grasps the plot.

That, it seems to me, gets close to the flexibility of the "SQ" method. I see in it two advantages over the latter. One is that it involves no preliminary client conference to determine the scope of a special questionnaire, and no waiting while the latter is written up. The interview itself determines what sheets will or won't be needed, and the iron is struck while hot. The other advantage, obviously, is the saving in labor through use of standard questions.

On the other hand, and here is my real objection to the "FQ" method, the *angle* from which topics need be answered may shift continuously, depending on what has gone before, and to cover each topic in advance from each of its possible angles does multiply fixed questions to a most amazing bulk.

There, it seems, the "SQ" method might enjoy a marked advantage, the preliminary conference tipping off the angles to be developed into questions and so greatly reducing the number.

This matter of angles was well emphasized in a 175-point outline by Lincoln Lothrop,* in discussing which he showed that to each individual point may have to be applied eleven questions:

What?	When?
Who?	To whom?
How much?	How often?
Where?	Why?
How?	How many?
Future?	

That went even further than I had gone in connection with a product-survey check-list boiled down from twenty-odd questionnaires rounded up from leading agencies and research specialists. I had pointed out two sets of possible angles with reference to each of nearly 400 headings:

The first set:

H—historical fact and opinion
C—current fact and opinion
T—trend or potentiality

Second set:

1. Absolute condition (bare fact)
2. Relative condition between competing factors
3. Relative condition as between any factor and an accepted standard if any were to be found.

Exhausting the possibilities might thus have given me well over 2,000 questions, or three times as many as in the longest of the questionnaires I worked from. Had I actually dove-tailed all those questionnaires, cutting out duplication, I should have had fully that many. It was too appalling to contemplate.

That is what drove me back to the topical outline and no questions at all except as they were framed on the spot by combining a bare key word with one or more of the six "angles" noted. Mr. Lothrop's separate arrival at much the same device gave me great comfort.

*"How Can We Increase Our Sales?"
PRINTERS' INK MONTHLY, July, 1927.

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Liberty February 22, 1930

The New OAKLAND EIGHT

PRODUCT OF GENERAL MOTORS



Illustration of the Oakland Eight by Robert Fisher

Let it reveal to you the meaning of Superior Performance

Beneath the New Oakland's trim hood is an 85-horsepower eight-cylinder engine. It is the most powerful ever used in a motor car of Oakland's size and weight, with the exception of racing cars. For each 37 pounds of car weight, it develops one full horsepower. This ratio explains why few cars, even among the highest-priced, are as fast. It explains why Oakland is rarely, if ever, passed on the hills, and why it accelerates so swiftly in traffic. Because of its exceptional speed, power and acceleration, the New Oakland Eight is called the car with superior performance. Another notable phase of Oakland's performance is its remarkable smoothness. Inherently smooth, its engine has acquired even greater smoothness through the use of a complete down-draft fuel system—a new type cylinder head insuring uniform combustion—patented laminated spring and rubber engine mountings and several additional advanced features. The New Oakland owes its soundness of basic design to the background of its engineers. Several of them participated in developing General Motors' first eight-cylinder car sixteen years ago. . . . Fisher, too, has made an impressive contribution in the form of distinctive body styling and coloring. And not the least advantage it offers is the New Oakland Eight's price—very moderate indeed when you consider its unusually fine qualities. . . . The New Oakland Eight awaits an opportunity to display its merits to you in a demonstration. Take the wheel and let it reveal to you the meaning of superior performance.

\$1045
AND UP

Price includes taxes, license, and delivery charges. Oakland Motor Car Co.

Write for our interesting booklet which illustrates and describes the design of the New Oakland Eight.

superior performance



OAKLAND and Pontiac will be displayed in Liberty in 1930 with a substantially increased schedule. Greatest concentration where most cars are registered and sold, whole family appeal, biggest newsdealer sale,—for these reasons Liberty ad-

—The Biggest Newsdealer Sale of Any Magazine

vertising can make more of your wheels go 'round, and the cost per thousand pages is the lowest among leading magazines.

Liberty

ad Weekly for Everybody

Pursuing a topical course, framing questions all 'round each topic so long as it continued to yield pay dirt, and letting the listening account handler write down the notes left me free to coin as many or as few questions as I needed. It seemed informal, yet kept well on the track.

Even when one thing suggested something else much further on, there was no worry. Notes went down in the rough just as the facts and opinions came out. Eventually the whole outline would have been plowed through and the notes would seem to be in a hopeless mess. But sorting them out was really simple, after all.

These hundreds of topical keywords were printed in twenty-three numbered groups. Taking the book in one hand and his notes in the other, the reporter would simply go through the notes with a pencil, putting down code numbers. (A ring around each to distinguish it from fact figures.) Then, going through his notes for all the 101's, next the 102's, and so on, he was able to write a coherent account of what had proved significant under each major heading.

In typing, each major heading started a new section of the report. That was for two reasons, (1) the all but certainty that on reading the report the client would make corrections and (2) the absolute certainty that changing conditions would dictate additions to, or re-writing of, this section today and some other one tomorrow if the report were to be kept up to date.

During my last year in active agency work I found seven different account handlers quite at ease under this procedure, all nearly on a par in their ability to turn in a good report without making hard work of it. One other service director, after a single demonstration, did without questionnaires quite as well as I. The resulting reports were clear, condensed, well organized. The process of getting them, I believe, proved more interesting all 'round than filling in questionnaires.

And yet, as I said, I have not always been able to carry my own

delegation. Among the agencies I have since served as a consultant, several have already turned my topical situation-survey outline back into fixed questionnaires. One of them has supplied its version to various others at a price—into three figures for the first (master) copy and \$10 each for working duplicates. Which shows me that neither framing special written questionnaires from a model outline nor framing questions on the spot is safe to set up as the one best way for all.

If either fixed or special questionnaire is not to be rewritten into a reading report, but is to be left as is for reference, there's a saving in recompilation. On the other hand, when single answers overflow their allotted spaces and must be finished on separate sheets, there's unhandiness to argue for rewriting and consolidating.

If the time required to compile the special questionnaire from a standard model be weighed against that for whipping "TO" notes into shape after the quiz, there's argument for not trying to anticipate at all, and for sailing into matters at the very first conference.

So, except as to the method I like, I've no conviction. It's service enough sometimes just to throw out several packages and say, "They're all good. Take your choice." The hopeful sign in any event is that both agent and advertiser are more and more agreeing on the vital point, which is that there must be a situation survey—and a good job of it, too—before the agency dare turn a wheel on the new account.

Freedman Cut-Outs Elects Officers

Jack L. Browner has resigned from Freedman Cut-Outs, Inc., New York, die cutting specialist. The officers of the company are now: Albert Freedman, president; William A. Freedman, secretary and Nat J. Taverna, assistant secretary.

With "Southern Business Builder"

James D. Dillon has been appointed advertising manager of the *Southern Business Builder*, New Orleans.

**The March, 1930
issue of
THE FARMER'S WIFE
shows an increase of 23%
over the corresponding
month in 1929.**

**Incidentally, this is the
largest issue we have ever
published.**

**THE
FARMER'S WIFE**

The Magazine for Farm Women

**Webb Publishing Company, Publishers
St. Paul, Minn.**

Western Advertising Office

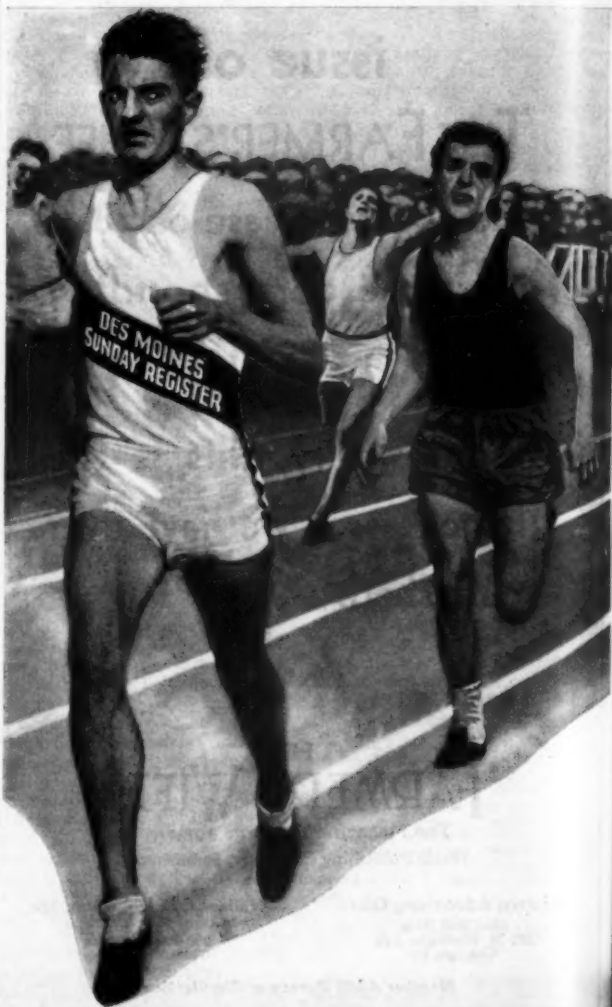
**1806 Bell Bldg.
307 N. Michigan Ave.
Chicago, Ill.**

Wallace C. Richardson, Inc.

**Eastern Representatives
250 Park Avenue
New York City**

Member Audit Bureau of Circulations

WINS

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NS 200,000 RACE!

More than 200,000 copies of The Des Moines Sunday Register were sold last Sunday. Another record established!

The Des Moines Sunday Register now outranks in circulation the leading Sunday newspapers of Buffalo, Cincinnati, Minneapolis, Louisville, Indianapolis, Dallas and many other cities with larger populations than Des Moines.

In the entire United States The Sunday Register today ranks first among all the Sunday newspapers published in cities of not more than 250,000 population.

The Des Moines Sunday Register

28 New Advertisers Since January 1st...

Co-Operative Arc Welding Campaign
W. B. Conkey Company
Crane and Company
Griswold & Walker
Jenkins Bros.
MacDonald Bros.
Marchant Calculating Machine Co.
Mathews Conveyer Company
Metal Office Furniture Company
Myrtle Desk Company
Photographers Association of America
Pittsburgh Testing Laboratories
Safe-Guard Check Writer Corporation
J. Walter Thompson Company
Chicago Evening American
B. F. Goodrich Rubber Company
Louden Machinery Company
Portland (Ore.) Chamber of Commerce
Robbins & Myers, Inc.
Modine Manufacturing Company
Willys-Overland, Inc.
Diamond Chain & Mfg. Co.
American Warehousemen's Ass'n.
Palmer-Bee Company
Servis Recorder Company
Bradley Washfountain Company
Anchor Post Fence Company
Flexlume Corporation

—and more to come!

THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION

ers

No Sure-Fire Way of Collecting Bad Mail-Order Debts

A Certain Proportion of Loss Must Be Expected and Discounted in Advance

THE ELECTRO THERMAL Co.
STUBENVILLE, OHIO

Editor of PRINTERS' INK:

Can you furnish me any data as to the more successful methods used by mail-order houses to collect old accounts?

Some of the accounts given up date as far back as 1928.

I have the giving of premiums in mind. Perhaps there are better methods.

THE ELECTRO THERMAL Co.,
D. M. ROBERTS,
Advertising Manager.

ANY retail mail-order house selling goods other than strictly for cash is bound to have a certain proportion of uncollectable bills. Theoretically, the law guards against the deliberate defrauding of a mail-order company. There are penalties for misuse of the mails; judgments and garnishments may be had; the goods may be repossessed. But, in practical application, such legal measures are often either inadequate or the debt involved is too small to go to so much expense and trouble in collecting it. In other words, if a dishonest person just won't pay and if his hide is thick enough to withstand the importunities of his creditor, he can probably have things his way.

Mail-order organizations, as we have frequently said in answering questions similar to the one now brought up by Mr. Roberts, go on the assumption that the average person is at least fairly honest—that if he orders something by mail he is going to pay for it. Maybe the collecting process is sometimes aggravating to the creditor, but most of the money is received in time. The mail-order people, however, do not expect to collect for all the goods they sell in this manner; that would be far too beautiful a happening for this world with its conglomerate population and with at least a fairish proportion of sinners. Even so, the advantages of the deferred payment system in

stimulating and producing sales are such as to make the inevitable loss proportionately negligible, and to make the net results of the system profitable.

Wherein does mail order differ in this respect from selling over the counter in a retail store? There is no difference at all so far as we can see. A store selling largely on credit does so because it thereby can induce its customers to concentrate their business with it, and because they will buy in greater volume and pay less attention to price than they would if they were paying cash. The dealer expects to collect and does collect from most of these credit customers; but he knows in advance that a certain proportion, ranging all the way from 4 to 10 per cent, will try to wriggle out of their obligations to him with fair chances of success.

He loses something, but gains enough on the other end to make the system net him a larger profit than he might have gained if he had sold everything for cash. He has sold more volume and his prices have been higher. The relatively small proportion of defaulted payments is really a part of his overhead cost in conducting a business of that kind. If he is a wise merchandiser he regards it as such; he discounts the loss in advance.

Mail-order houses selling on credit operate on exactly the same basis except that their individual transactions with the customer may be smaller and that the customer is at a distance, thus adding difficulties to the collection process. A person buying by mail has to give references and the credit department checks him up. The administration of the credit department, however, is usually rather loose and easy, being quite different in this respect from the systems used by manufacturers

and wholesalers in opening accounts with retailers. The law of averages informs the mail-order credit manager that he is in for a certain proportion of losses anyway, regardless of how carefully he scrutinizes his accounts. Therefore he sits on the lid rather lightly; he is not going to stand in the way of sales which his employer's catalog has labored so hard to produce.

Mail-order houses do not, as a rule, sell goods on open account, although there are some exceptions. Usually the extension of credit is a deferred payment proposition for a piece of merchandise running rather well up into money and which the buyer contracts to pay for during a stated period ranging all the way from three months to a year. When the payments of the minority begin to lag, as they are bound to do, the house starts sending a follow-up system of collection letters. If and when these do not produce results the customer may be threatened with suit, and sometimes he is sued. Or the house may repossess the goods, if the buying contract thus provides. This is about all that can be done. If the mail-order house wanted to spend enough money for lawyers and court costs it might harass most of its delinquent customers into settlement. But this would be such an expensive procedure as to eat seriously into the net profits gained on the transactions with those who did pay.

A Threat

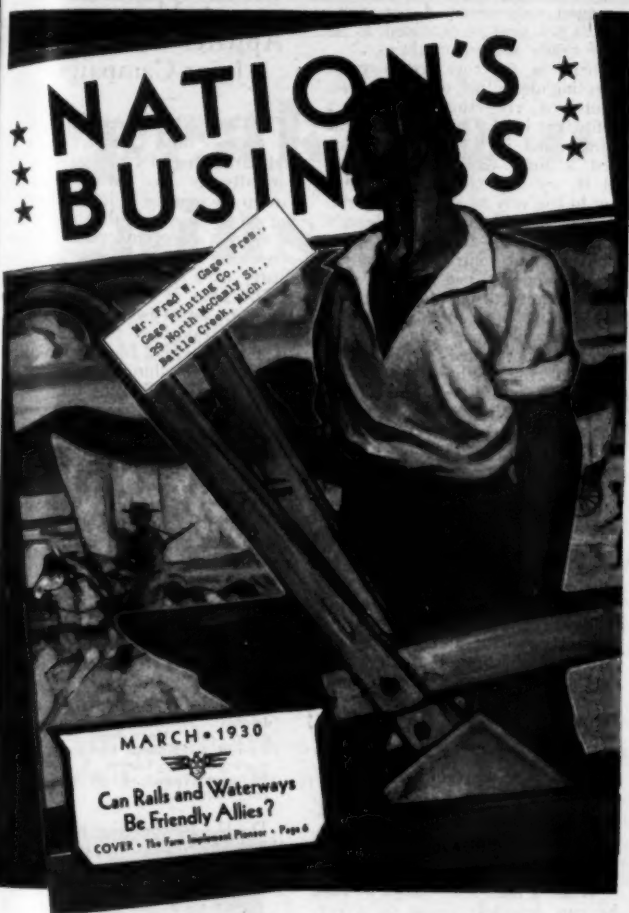
The provision looking toward the repossession of the goods is put in a buying contract principally as a means of holding a threat over the head of the customer to induce him to pay with a reasonable degree of promptness. The mail-order house does not want to take the goods back and many times does not take them back even though they are not paid for. The expense and difficulty of the proceedings might be much larger than the net loss on the defaulted account, and the repossessed merchandise probably would not be worth the cost of

transporting it back to the house.

One of the larger mail-order houses had an interesting experience in this direction during the troubled deflation period of 1921. It had sold literally tens of thousands of phonographs on payments, the selling price being based on the rather high cost that prevailed in that time of abnormal inventory values. When the crash came, people simply quit paying for these phonographs. The mail-order house could have gone out and repossessed every one of them. In fact, several thousand honest people voluntarily shipped back the machines, charges not prepaid. But the house did not want them and as long as it could not get the money it practically made a gift of the phonographs to those who did not pay and who did not send them back.

This transaction was an aggravated one made under extraordinary conditions. But similar things are happening right today in the mail-order instalment business, although on a vastly smaller scale. A dishonest or careless person may buy something from a mail-order house, make some of his payments and default on the rest and never be bothered in the possession of his questionably gained merchandise—that is, of course, with the exception of letters and possible threats. The repossession of the goods may involve a much larger cost than the goods are worth.

The mail-order people are not trying to punish reluctant debtors or to make them honest through fear of the law. They are in business to make a profit and know that a great many things must be thrown into the computation before the desired satisfactory average can be reached. If they know these things, however, they are going to be able to take them into account in fixing their selling prices and in making their financial plans. One Chicago specialty mail-order house that sells most of its goods on instalments writes off 10 per cent of its gross volume for expected defaults in payment, and adds this percentage to its cost of doing business. Its actual losses for the last three years have



“I now have more publications coming to my desk than I can find time to read, but you make yours so necessary that I must have it.”

FRED M. GAGE, *President,*

**Gage Printing Company,
Battle Creek, Michigan**

averaged only about 4 per cent; but 10 per cent is provided so as to be ready for eventualities.

There is no sure-fire way of collecting defaulted mail-order accounts—of collecting them at a profit, that is. A Chicago man who is interested in this sort of thing tried a little experiment to find out if, by any chance, something new in the way of collection methods had been devised. He bought a set of books from an Eastern publisher and contracted to pay a certain amount per month. He fully intended to pay for the books and did pay for them eventually. But, for the time being, he deliberately postponed payment and paid not the slightest bit of attention to letters sent him by the publisher. What he hoped to get was a full set of collection letters that might possibly teach him something.

But he was disappointed. The letters began with polite reminders about the "overlooked" payments. Then he was cajoled, advised and begged in the old staple way which every collection man in the country knows backwards. In time the letters began to stiffen up. He was threatened with suit. After a while he got a letter from the house enclosing a quarter in silver. The writer breezily informed him that "I have just bet two bits with the credit manager that you are honest enough to pay this bill. He agreed with me and paid me the money. I am sending it to you just as a reminder." The latter expedient, of course, is as old as the hills and has a psychological effect upon certain people.

When a man sells things by mail he can definitely count on a certain proportion of loss. But it can be a profitable loss, inasmuch as it is a part of the system which largely increases selling volume.—
[Ed. PRINTERS' INK.]

New Campaign Planned for Kirkman Soap Chips

Kirkman & Son, Brooklyn, N. Y., soap manufacturers, have completed plans for an advertising campaign featuring their soap chips. Thirty-seven newspapers will be used, in addition to magazines and radio broadcasting.

Men's Apparel Group Plans Joint Campaign

THIRTEEN manufacturers of various lines of men's clothing and furnishings have organized informally as The Men's Apparel Group to sponsor a joint advertising effort to stress the importance of correct dress and create a consciousness of the men's wear industry as a unit.

The plan is to group one and two-page advertisements of the individual companies in single issues of magazines at the beginning of the spring clothing season. Each manufacturer will bear the cost of his own space and share the cost of an introductory page bearing copy encouraging good dress and the selection of merchandise from the advertising "exhibit."

Every item of men's wear, from hats to shoes and pajamas, is represented. The participating companies are:

B. Kuppenheimer & Co., Inc., Chicago; Cluett, Peabody & Company, Inc., Troy, N. Y.; Hewes & Potter, Boston; J. P. Smith Shoe Company, Chicago; Holeproof Hosiery Company, New York; Pioneer Suspender Company, Philadelphia; Alfred Decker & Cohn, Chicago; Middishade Company, Inc., Philadelphia; Moorhead Knitting Company, Inc., Harrisburg, Pa.; The Crofut & Knapp Company, New York; H. B. Glover & Company, Dubuque, Iowa; and Wilson Brothers, Chicago.

D. H. Steele, vice-president of Wilson Brothers, is chairman of the committee in charge of the campaign.

Other members are:

A. O. Buckingham, advertising manager, Cluett, Peabody; George Stroud, advertising director, Kuppenheimer; M. H. Wright, advertising director, John B. Stetson Company; and W. E. Smith, vice-president, Alfred Decker & Cohn.

The Dunham-Lesan Company, Chicago advertising agency, has been appointed as the advertising agency in general charge. The individual advertisements of the manufacturers will be prepared by their respective agencies.

Speaking of gains »»

**THE NATIONAL FARM FIELD GAINED 96,495
IN COMMERCIAL LINAGE 1929 OVER 1928**

The gain was divided among the five
nationals as follows:

▶ **Capper's Farmer 48.4%**

▶ **Successful Farming 31.4%**

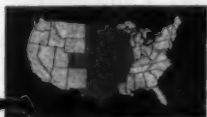
Note: Dairy Farmer combined with S. F. Oct., 1929

▶ **Country Gentleman 12.6%**

▶ **Farm & Fireside 3.9%**

▶ **Farm Journal 3.7%**

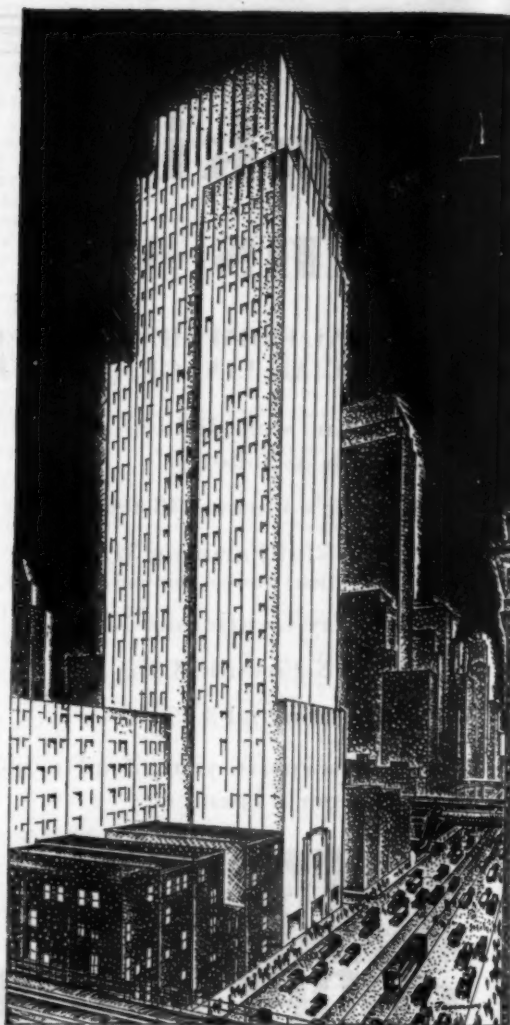
**9th consecutive year of advertising gain
for Capper's Farmer!**



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas

GUARANTEED CIRCULATION 925,000



27, 1930

Feb. 27, 1930

PRINTERS' INK

63

WE MOVED

FEBRUARY 22nd, 1930

from 25 Park Place to the new

NEWS BUILDING

220 EAST 42d STREET, NEW YORK

NEW TELEPHONE—MURRAY HILL 1234

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

National Better Business Bureau vs. American Tobacco, *et al.*

Release of Correspondence and Open Letter to National Advertisers
Feature Latest Phases of the Battle

AN exchange of correspondence between Edward L. Greene, general manager, National Better Business Bureau, Inc., on the one hand, and George W. Hill, president, The American Tobacco Company and the American Cigar Company, Chadbourne, Stanchfield & Levy, attorneys, and L. Ames Brown, president, Lord & Thomas and Logan, was released last week by the bureau. The correspondence covers many phases of the bureau's controversy with the American Cigar Company concerning the Cremo spit-tip campaign and shows that both parties to the controversy are standing firm in their positions.

In a letter to Mr. Hill the attorneys maintain that a bulletin, "Cremo Cigar Advertising Unfair to Industry," issued by the bureau several weeks ago, "furnishes the most conclusive evidence of the existence of those conditions in the industry against which your (The American Cigar Company's) campaign is directed, and all the improvement in the industry which your campaign has already begun to accomplish." The writer of the letter adds, "By some amazing distorted reasoning, the National Better Business Bureau asserts that the result of its investigations is adverse to Cremo advertising. How it comes to such a conclusion is beyond my power of discernment, as the evidence contained in the reports made in these investigations and printed in the bulletin itself appears to me to prove convincingly that spit-tipping exists and is widespread, and that your Cremo advertising is truthful and is directed against an actual and vital peril to the cigar smoker. . . . I feel that the bulletin of the National Better Business Bureau should convince any reasonably fair-minded person not only of the truthfulness of, but of the actual necessity for, a campaign like yours."

In a letter to Mr. Greene from L. Ames Brown, acknowledging re-

ceipt of two copies of the bureau's bulletin, Mr. Brown says that he "should like to get a great many copies of this bulletin—20,000 to begin with, and possibly as high as 200,000."

In a letter to Chadbourne, Stanchfield & Levy, Mr. Greene reaffirms the bureau's stand and states his belief that his organization's investigation "showed the American Cigar Company, through its Cremo advertising campaign, made and is making an unfair attack upon an industry which, if believed by the public, will not only unjustly injure the principals and stockholders of the cigar industry, but will also throw thousands of cigar makers out of employment." After accusing the attorneys of using their legal talent in an attempt to make a case for their client rather than to come to a judicial decision based upon the evidence submitted in the bulletin and after referring to adverse trade opinion as quoted in *The Tobacco Leaf*, Mr. Greene notifies the attorneys that he is releasing their entire correspondence to the press.

This release follows close upon "An Open Letter to National Advertisers Re: Lucky Strike Advertising" which follows:

"Coming events cast their shadows before" is the theme of the present Lucky Strike advertising campaign. Directed by Lord & Thomas and Logan, it seeks to capitalize on the theory incorporated in the abandoned slogan "Reach for a Lucky instead of a Sweet."

Supported by drawings of good looking men and women in profile, which have exaggerated obese silhouettes, the advertising purports to be a preachment on diet and moderation and advocates the use of Lucky Strike cigarettes as an aid to moderation.

The advertising, in my opinion, is characterized by a subtle attempt to profit by the vogue for slender figures by offering Lucky Strike cigarettes as an aid to moderation and by exaggerating the effects of obesity.

The advertising of Lucky Strike cigarettes, I believe, is an outstanding example of commercial disregard for public welfare. Cigarettes have great popular favor but, when an advertiser seeks to make them a part of a prescription

for physical improvement, it would appear that he is allowing his commercial interest to disregard and outweigh public opinion.

The following statement in current Lucky Strike advertising condemns nostrums yet offers Lucky Strike cigarettes as a part of its prescription for physical improvement:

"Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack 'anti-fat' remedies condemned by the medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking *Lucky Strike* cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will 'Reach for a *Lucky*' instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form."

Granted that the medical profession condemns everything the advertiser loosely describes as "nostrums," the fact remains that the medical profession has yet to advocate the use of cigarettes to destroy a normal or even an abnormal desire for food.

Lucky Strike advertising has already drawn the fire of legislative attention and appears to be aiding in molding organized public opposition to cigarette advertising, according to an article, entitled "Seeks Check by Law on Cigarette Ads," which appeared in the *New York Times* of February 3, 1930 and which is reproduced on the last page of this letter.

I am satisfied that the quotation "Coming events cast their shadows before" has a significance not thoroughly realized by national advertisers. Indignant public opinion is being definitely crystallized to oppose advertising which is detrimental to public welfare. Serious criticism of the American Tobacco Company's advertising is already a matter of public record. Very important "coming events," I believe, are casting the shadow of possible drastic advertising legislation affecting all national advertising.

The advertising industry must act and act promptly. It must clean its own house or have it cleaned by an indignant public.

The advertising appropriations of the American Tobacco Company have perverted the judgment and character of the advertising industry. Advertising executives should ask themselves the question:

"Could an advertiser with a nominal appropriation have published the objectionable advertising incorporated in the 'Reach for a Lucky' instead of a Sweet' and the present 'spit-tip' *Cremo* cigar advertising, as carried on by the American Tobacco Company and its subsidiaries, and placed by Lord & Thomas and Logan?"

It seems quite obvious that the influence of large advertising appropriations is undermining the morale of the advertising industry. The industry's capacity to support honest advertising

and advertising that is not distasteful or justly objectionable to the public is being seriously questioned.

I believe that the time has come for the advertising industry to make a public pronouncement which would clearly state its views on advertising justifying public criticism and should support this pronouncement by putting into effect a sound system of self-regulation.

Acting on behalf of advertisers and publishers who believe in and support self-regulation, I will welcome your comment and assistance.

Very truly yours,

EDWARD L. GREENE,
General Manager,

National Better Business Bureau, Inc.

Appended to the open letter was a sample Lucky Strike advertisement and a reproduction of a news story in the *New York Times* quoting Dr. Clarence True Wilson, secretary, the Board of Temperance, Prohibition and Public Morals of the Methodist Episcopal Church. Dr. Wilson was quoted as delivering an attack on cigarette advertising as undermining morals by promoting the sale of cigarettes among women and minors.

Buckeye Press Association Elects

Paul G. Mohler, publisher of the *Berea News*, was re-elected president of the Buckeye Press Association at the annual conference of the association, held recently at Columbus, Ohio. James May, *New Concord Enterprise*, was elected vice-president; C. W. Kinney, *Oberlin Tribune*, executive secretary, and George H. Speck, *Pemberville Leader*, treasurer.

"Farmer and Feeder" Starts Publication

A new monthly farm magazine, *Farmer and Feeder*, is being published by the Feeders' Publishing Company, Milwaukee, beginning with a February number. This company also publishes the *Feedbag*. M. F. Probst is editor of the new publication; E. J. Blacky, assistant editor, and G. L. Stutz, advertising manager.

Drug, Inc., Acquires Household Products Company

Drug, Inc., has announced plans for the acquisition of Household Products, Inc. Among the products concerned in this merger are Castoria and Syrup Pepsin.

Appoints Hamman-Lesan

The advertising of the Union Pacific System for Northern California has been placed with the San Francisco office of the Hamman-Lesan Company. This appointment is effective March 1.

Thirty-five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These quotations and abstracts appeared in the February and March, 1895, issues of PRINTERS' INK.]

THE business of a general advertising agency consists principally in the preparation of advertising matter, the selection, or the giving of advice in regard to the selection of advertising mediums, and making arrangements with the proper parties of the insertion of advertising. . . .

The medium selector must be possessed of considerable strength of mind, to withstand the burning eloquence and almost irresistible personality of the ad solicitor who calls in the interests of his publication.

After the mediums have been chosen and the client has approved of the selection, arrangements must be made by the agency with the owners of the mediums for the insertion of the business. This is a work which is said to require considerable patience and diplomatic ability. In accomplishing it, the person who has charge of it appears to have considerable assistance from the rate clerk, who, by means known only to himself, is able to furnish, at a few moments' notice, information concerning the advertising rates of almost any newspaper.

If the contract maker is an artist in his line, he is usually able to secure the insertion of the business he is placing at a somewhat lower price than the clerk's figures indicate it will be. In order to do this, he has to dictate an everlasting lot of letters, and consult and labor with a regular army of "specials" and advertising managers.

Why does the *Ladies' Home Journal* leave off all the periods in its page headings, titles of articles and of pictures, names of contributors and display lines of advertising; and why does PRINTERS' INK retain the periods under the same circumstances? The *Journal* in its dropping of periods is an

innovator; for, till within a few years, their use was universal. It would be interesting to know who started this crusade against display line periods. It is not unlikely that they will become as scarce as they have been numerous.

* * *

Western representation of Eastern publications is just as much a certainty of the future as Eastern representation of Western publications is today.

* * *

At the advertiser's door Hard Times looks in but dares not enter.

* * *

No man can talk about advertising not paying like the man who has not tried it.

* * *

Chewing gum has never been a success in England.

B. H. Miller Joins J. Walter Thompson

B. H. Miller has joined the staff at New York of the J. Walter Thompson Company. Until recently he was advertising and sales promotion manager of The Permutit Company, New York.

R. Bourke Corcoran, formerly manager of the Electrical Association of Chicago, will join the J. Walter Thompson Company on March 3.

F. C. Wood, Vice-President, Staples & Staples

Frank C. Wood has been elected vice-president of Staples & Staples, Inc., Richmond, Va., advertising agency. He has been with this agency since 1923 as manager of its financial advertising department.

Henrietta C. Malahy to Join Cleveland "News"

Henrietta C. Malahy, formerly of the New York *Herald Tribune*, will join the national advertising department of the Cleveland *News* on March 1.

Ammco Account with Huber Hoge, Inc.

The Automatic Merchandising Machine Corporation, New York, Ammco machines, has appointed Huber Hoge, Inc., New York advertising agency, to direct its advertising account.

A Year-Round Contest in Which Every Salesman Can Win

A Suggested Quota Plan That Prevents Contest Losers from Losing Heart

By F. Walter Mueller

Eastern Sales Manager, Continental Lithograph Corp.

RAY C. HAHN'S statements in the January 2 issue of *PRINTERS' INK* on "Handling the Salesman Who Loses Out in a Contest" struck a harmonious note in me and gave me a personal reaction to the problem at hand. Mr. Hahn takes a very fair, progressive stand and his rather personal touches are indeed bidding fair in an endeavor to cut down the turnover of salesmen in an organization. His scooter gift to the three-year-old son of a salesman is a capital idea, but I wonder whether something of a continuous effort on the part of salesmen could not be established in the following thoughts.

We have just completed a sales contest and in looking over the entire situation it seems that the winner was due to win regardless of all the efforts of the other men in the contest. Sectional difficulties always arise. There might be a better buying condition in the Middle West than in the East. The South may be drawing in its horns because of flood conditions, as happened not beyond the memories of most of us.

How then, under these circumstances, can the salesmen put forth their best efforts in a losing game? I am sure a number of readers can easily visualize the crestfallen, endeavoring to spruce up, going out to battle their adversaries. I, for one, can see how the selling "punch" would be lost if, regardless of how much effort I was putting into it, I knew that Jim Jones out in Chicago was running into a landslide of orders and there was under no circumstances an opportunity to overtake him. The general reaction throughout the organization would be "It just isn't in the cards."

The next vital question is "How then can this 'pep' stuff be put on an even fairer basis than Mr. Hahn suggests?"

Most of us have played golf. Have you ever been in a tournament and worried about a couple of pars and birdies being played by your opponent? Or, in a more pleasant situation, have you ever seen your opponent worried about one of your mistakes in getting a par or birdie or several in a string for no good reason? What happens? The "lucky run man" wins in a walkaway, based largely on the psychological reaction of the opponent. On the other hand, have you played with a man who merely plays to beat his best record? One who takes his opponent's threes, fours and fives as a matter of course and says: "I, too, have some threes, fours and fives in my bag. I have done it before and I can do it now?"

Three Highest Months As Basis for the Quota

I wonder, in selling, if we could place before the salesmen their various records for the previous year, take the three highest months, average these and establish a round figure as a quota or mark for each man to shoot at each month this year, saying that each time he hits or beats that quota he will receive a certain percentage on the whole month's business in addition to his usual commission, salary or salary and commission.

For example: A salesman's records show in the month of March \$25,300 in sales; October, \$27,400 and for November, \$22,500. The average of his three highest months is \$25,066. Let us call him to our desk for a conference and

Another Story of Expansion!

Business IS Good in the Milwaukee Market

FOX-MIDWESCO THEATRES, INC.
GENERAL OFFICES
308 SIXTH STREET
MILWAUKEE
WISCONSIN

February 18, 1930.

Mr. John H. Black, Publisher,
The Wisconsin News,
Milwaukee, Wisconsin.

Dear Mr. Black:

With reference to your inquiry as to the outlook and prospects of business during 1930, our opinion could best be rendered in the tangible example of the plans of the Fox organization in Milwaukee and Wisconsin.

We look forward to the best year this Circuit of theatres has as yet experienced, with the opening of six beautiful new theatres in Wisconsin since the first of the year; additional plans for expansion, investment of large sums of money, mechanical and acoustical equipment, and with superior entertainment, it verifies our optimism as to our expectancy during the year of 1930.

Very truly yours,
MIDWESCO THEATRES, INC.,

H. J. Fitzgerald
General Manager.

HJH

**YOU
NEED
the NEWS**

**WISCONSIN
NEWS
Milwaukee**

**"Ask the
Boone Man"**

Grow with it

THE SUN

MORNING

EVENING


SUNDAY

JOHN B. WOODWARD, INC.
Bowery Bank Bldg., 110 E. 42nd
St., New York.

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta Ga.

with Baltimore



10,213 Gain

in Circulation for

THE SUNPAPERS

in January

over Jan., 1929

**Net Paid Circulation
for January**

Daily (M & E)

298,251

explain to him that we will establish \$25,000 as his quota per month and each time he reaches that figure or runs over, he will receive a bonus for his extra efforts. Supposing this bonus was established at .5 per cent, it would mean that the salesman in the case of reaching his quota would receive \$125 and I believe that the additional amount of business and effort is worth that to any organization. Supposing he had a phenomenal month and reached \$30,000, which beat any of his past record, it would mean an extra \$150.

What a boost in his enthusiasm for the next month and the month following. And when the year's records are closed, let each man establish his own quota by taking his three best months and dividing by three. In this way you have a progressive increase of quotas, progressive efforts on the part of each salesman, each man playing against his own par trying to beat the course record. Of course there might be an unusually valuable prize established when the course record is broken.

Here you have a year-round sales effort which, of course, is the ideal condition. Here you have your men battling twelve times a year and not once, as is customary in sales contests. Here you have each man battling against himself and his best record. Here you have the good-will of the salesmen, the cubs as well as the stars. Each has an opportunity to share in a little of the glory and gravy.

January Scott Paper Sales and Earnings Higher

Net earnings of the Scott Paper Company, Chester, Pa., for January, amounted to \$82,945, after all charges, as against \$61,962 for the corresponding month of last year.

Net sales for January of this year amounted to \$673,228, as compared with \$634,352 for January of last year.

Joins Joseph Katz Agency

Mort Hamburger, formerly advertising manager of Cohen, Goldman & Company, Inc., New York, and, before that, with the Federal Advertising Agency, Inc., of that city, has joined the New York office of The Joseph Katz Company, Baltimore advertising agency.

Goodrich Organizes Miller Rubber Subsidiaries

Following the acquisition of the Miller Rubber Company, Akron, Ohio, The B. F. Goodrich Rubber Company has organized two subsidiaries to take over the activities of the Miller company. The subsidiaries are the Miller Rubber Company, Inc., the manufacturing company, and the Miller Rubber Products Company, a sales and distributing firm.

Executive officers of the new Miller Rubber Products Company are: J. T. Tew, president; T. G. Graham, vice-president; V. I. Montenyohl, treasurer, and S. M. Jett, secretary. R. T. Griffiths has been appointed vice-president and general manager of the Miller Rubber Company, Inc. He has full charge of all activities pertaining to factory divisions and for the present is directly in charge of all sales divisions with the exception of tires, tubes and accessories.

Coca-Cola Appointments

R. C. Treseder, vice-president and manager of the Central region, with headquarters at Chicago, of the Coca-Cola Company, has been transferred to the Atlanta office as vice-president in charge of service. Roy Dorsey, vice-president and manager of the Southeastern region, with headquarters at New Orleans, has succeeded Mr. Treseder at Chicago.

DeSales Harrison, formerly assistant to the advertising manager, has become assistant to the vice-president in charge of service in charge of the Southeastern region, with headquarters at New Orleans.

Warren Publications Acquire "Real Estate News"

Real Estate News, formerly published by the General Magazines Corporation, Boston, will hereafter be published by the Warren Publications, Inc., Cambridge, Mass. It will be published as a monthly real estate news section of both Eastern and Western editions of the *Banker & Tradesman*.

Made Space Buyer of Fertig Agency

Miss E. M. Ahlstrand has been appointed space buyer of The Lawrence Fertig Company, Inc., New York advertising agency.

Codfish Account to Hanson

J. W. Beardsley's Sons, Newark, N. J., and Eastport, Me., makers of Beardsley's shredded codfish, have appointed the Joseph E. Hanson Company, Newark advertising agency, to direct their advertising account.

Appointed by New Orleans "Daily States"

F. Edward Hebert has been appointed promotion manager of the New Orleans *Daily States*.

SUSTAINED GROWTH

For 46 years The Morning World has been a mighty factor in metropolitan life, a powerful community influence whose vigor and force have never been diminished by the swift passage of time. Other papers have come . . . and gone, while The Morning World has remained steadfast, untouched by mergers or changes in ownership. Now The Morning World has entered a new and even more brilliant era . . . with advertising gain in 10 of 12 succeeding months, with circulation gains of more than 50,000 in the past three years. Things are happening in the newspaper situation in New York City; look to The Morning World for continued progress.

The New York World

MORNING AND SUNDAY

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

Read What

about "THE RICH MARKETS"

—and
write
for
your
free
copy



"The Rich Markets of North Eastern Ohio." 8"x11, filing size, flexible cover. Gives important sales data about all seven cities. Extremely valuable to every sales and advertising manager who operates in this section. Write for your free copy.

The Cleveland Press

Detroit - Atlanta - Dallas
San Francisco

NATIONAL ADVERTISING
of The Scripps

230 Park Avenue, New York

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, INC.

"I believe
ever seen
such as
all into
put the
that you
to pay
Fuse C
"It is a
tions a
warrant
of Adm
"The p
Market
"The
analysis
Service
"Very
nation
"Certa
of Com
"Cong
presen
tially
Thoms
"I wou
tion o
territor
"I thi
others
Resear
"An a
"It is
not on
impor
Publis
"A be
Health

They Say

KEF NORTH EASTERN OHIO"

"I believe I can safely state that it is the best of its kind I have ever seen. As a sales manager I am constantly looking for data such as you sent me and I believe that if a person who was at all interested in marketing could obtain a book that brought out the facts about all of the United States in the same manner that you do about your immediate territory he would be willing to pay any price for it." *G. Stephens, Sales Manager, Multi-Fuse Company.*

"It is a good job. The information is accurate and the conclusions are backed up by sufficient authority to make them seem warranted." *Harry R. Wellman, Professor of Marketing, School of Administration and Finance, Dartmouth College.*

"The presentation is certainly most interesting." *I. W. Wilder, Market Research Department, Henry Diston & Sons.*

"The layout and typography are exceptionally good... your analysis of the market is especially acute." *H. F. Williams, Jr., Service Department, The Furniture Record.*

"Very interesting." *L. J. McCarthy, Marketing Division, International Magazine Co.*

"Certainly admirable." *Frank J. Kessel, Cleveland Chamber of Commerce.*

"Congratulations, not only on the thoroughness of the case you present, but also on the demonstration you make of the essentially local character of newspaper advertising." *William A. Thomson, Director, Bureau of Advertising, A. N. P. A.*

"I would like to compliment you on the very effective presentation of the vital as well as interesting factors regarding this territory." *I. F. Miller, Pres., I. F. Miller Laboratories, Inc.*

"I think that this piece of work is very far above the level of others of this type that I have seen." *H. C. Secrist, Market Research Department, Lewis Manufacturing Co.*

"An array of evidence." *Walter Mann, Sales Management.*

"It is unique in that it gives important and factual information not only about its own market, but also about numerous other important cities in its surrounding territory." *Editor and Publisher.*

"A beautiful job both in appearance and in contents." *Your Health Magazine.*

Press



A Scripps-Howard Newspaper

ADVERTISING DEPARTMENT

of Scripps Newspapers

200 North Michigan Ave., Chicago

PRINTED PRESS, AND OF MEDIA RECORDS, INCORPORATED

**Philadelphia - Buffalo
Los Angeles**



Southern California

Where you can reach the richest suburban markets in the world effectively... only by using the local newspaper!

ALHAMBRA, thriving trade center of a rich area containing 60,000 people, is an excellent case in point. Although Alhambra is only six miles from the center of Los Angeles, the circulation of the Los Angeles daily with the largest outside coverage shows 1,553 copies here.

And much of that is duplicated by the Alhambra Post-Advocate, which shows an A. B. C. report of 8,550 copies daily!

Over 90% of the homes of Alhambra are owned by the people living in them...beautifully improved homes at that! There you have the explanation for the finest school system in California, including a million-dollar high school, splendid churches, strong chapters of all leading service clubs and fraternal organizations...an intense local pride and civic loyalty manifest on every hand!

And that also explains the eight to one ratio of circulation in favor of the Alhambra Post-Advocate. The home-owning citizens of Alhambra find the local news they want only in their own newspaper!

\$23,500,000 in manufacturing for the first six months of 1929...bank deposits of over \$8,000,000...average monthly clearings over \$2,500,000...an automobile for every three people is ample evidence that, as in other Southern California suburban markets, you are tapping the highest average family buying power in the world. And you can tap it effectively only through the local newspaper.

Alhambra Post-Advocate
Culver City Star-News
Glendale News-Press
Hollywood News
Long Beach Sun
Monrovia News-Post
Pasadena Post
Redondo Breeze
San Pedro News-Pilot
Santa Monica Outlook
Venice Vanguard
San Diego Union-Tribune

SOUTHERN CALIFORNIA NEWSPAPERS Associated

CHICAGO
DETROIT
LOS ANGELES



NEW YORK
PORTLAND
SEATTLE

564 Market Street, SAN FRANCISCO • Kearney 3834

K E E P S T H E F A M I L Y M E



They cut the pie four ways

MOTHER prefers a dainty frozen salad for dessert. But her three men clamor for pie—and she bakes it. Mothers are that way, you know. At noon, when there's no one else to consider, she may lunch sparingly on tea and toast. Dinner is quite another story. Then she thinks only of the three hungry mouths that are hers to feed.

How eagerly this charming woman, a typical reader of *Better Homes and Gardens*, accepts her family's suggestions! She does the buying, it's true, but she is subject to inside influence just like

garden
the fan
sugges
out fas
buying
Scores
among
can pro
bering
family
filling
ket ba
vored

MENTALLY AT HOME



INTO 1,375,000
GARDENED HOMES
EACH MONTH

an industrial purchasing agent. Dad is first, of course. Mother's cheeks glow with pride when she wins *his* praise. Then come the boys—and they usually echo dad's opinions.

Earn father's acceptance and your food product becomes a regular feature on the family menu. He, too, is a student of home improvement, and a reader of *Better Homes and Gardens*.

This unique magazine is a welcome guest in 1,375,000

gardened homes—and gardens are badges of buying power. It keeps the family mentally at home by filling its pages with new ideas and suggestions for improving the home and its surroundings. Without fashions or fiction it has won a vast audience of active-minded buying families—a great, responsive market for you.

Scores of successful manufacturers have found their richest field among *Better Homes and Gardens* subscribers. Food advertisers can profit by remembering the whole family has a hand in filling many a market basket with favored products!

**BETTER HOMES
& GARDENS**

Meredith Publishing Company, Des Moines, Iowa

of men in the art department and then 60 per cent of the resultant unit added to the time record of the artist, or artists, employed on the job.

Another agency, which does merely the routine art work, and employs outside artists to make the actual illustrations, lumps the entire expense of its art department and charges on a pro rata basis. This, however, is possible only where the salaries are generally the same.

The artist's time sheet, for one agency, is reproduced on page 76.

If this method is used, then each man records the time which he spends on an account and hands it in at the end of the day. In most agencies, an approximation to the nearest quarter hour is all that is required, although for highly paid lettering men, the units may be smaller.

A less exact time record is kept by some agencies. A typical one, as used by a New York agency, includes an entire week's work on one sheet. This time sheet has spaces at the top for the employee's name, his department and the date, the latter reading "Week Ending. . . ." Below this there are spaces for the names of the different accounts which the employee may be working on, followed by the days of the week. In the space under each day, and opposite any particular account, the employee enters the number of hours spent on that account. There are also spaces for the total number of hours spent on each day for all the accounts, and the total hours spent on a particular account during the whole week. Then there is a column marked "amount" in which the charges for the work done on each account during the week may be entered, as well as the total charges for all accounts for the week. At the bottom of the sheet there is room for any necessary explanatory remarks.

This form is used throughout the organization and covers not only the work of the art department but also all employees of the agency.

In commenting on this form, an executive of the agency said:

"Our employees know we do not use time sheets solely to check them on their time, as that would be an impossibility. But as every agency should know whether an account is profitable or not, the time sheets give us an idea of how much our accounts are costing us."

"In the last analysis," he continued, "cost accounting for an agency is based on the character of the employees because an agency job is a twenty-four-hour job. You cannot make a man put down the time he spent thinking over an idea while on the golf course, at the opera, or in church, nor can you blame him if he has nothing to show for an hour sitting in a noisy office with a toothache. For the thinking he did in the office may not crystallize until he gets home and is left undisturbed. Also, what may take one man a week to work up, in the way of a campaign, may take another only a day or two, especially if the second man has done somewhat the same thing before."

As a result, time records are generally regarded by the various agencies as merely indications of what accounts are costing them and not as gages for individual production. This is especially true in the creative departments of agencies.—[Ed. PRINTERS' INK.

Appoint Earnshaw-Young

The Union Pipe & Tank Company, Los Angeles, fumigator and manufacturer of casings and paving machinery, has appointed Earnshaw-Young, Inc., Los Angeles advertising agency, to direct its advertising account.

The Earnshaw-Young agency is also starting a new campaign for the J. C. Bushey Company, Los Angeles automotive engineers. Radio, newspaper and direct-mail advertising will be used.

Simplex Oil Burners to Low Agency

The Simplex Oil Heating Corporation, New York, Simplex home oil burners and industrial oil burners, has appointed the F. J. Low Company, Inc., advertising agency of that city, to direct its advertising account.

Appointed by Motschall Company

James Brundage has been appointed sales promotion manager of The Motschall Company, Detroit advertising printer.

ON
MARCH 1ST

HENRIETTA C. MALAHY

formerly of the
New York Herald Tribune

will become a
member of the

**NATIONAL ADVERTISING
DEPARTMENT**

OF

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

MAKE ADVERTISING THE

WHEN a salesman gets impatient with advertising it is usually because the advertising goes one way while he is going another.

Selling building products is a three way job on practically every sale. The experienced salesman knows what happens if he stops short of all three factors—the architect, the contractor and the dealer.

He takes no chances. He follows through.

Does your advertising? Does it follow your salesman like his shadow?

To manufacturers (and their advertising agents) determined to strongly

NATIONAL TRADE JOURNALS, INC.

National Trade Journals, Inc., 601 Fifth Ave., N. Y.—Building Division: The Architectural Forum; Building Age; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

SALESMAN'S SHADOW

intrench themselves
we present four
seasoned sales
tools which offer
effective contact with the real buying
power and influence of the building
triangle:



The Architectural Forum

monthly for the architect

Building Age

monthly for the contractor

Building Material Marketing

monthly for the dealer

National Builders Catalog

annually—used daily by the contractor and dealer

1930-31 Building Year Edition closes May 15th

Send for printed information or a representative

521 FIFTH AVENUE, NEW YORK CITY

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Ages
Fishing Gazette, Diesel Division: Motorship; Diesel Power. National Cleaner & Dyer. Specialty Salesman Magazine

Let Copy Writers Sign Copy? I Should Say Not!

No, Mr. Artzt, Salvation Does Not Lie That Way

By G. W. Freeman

Vice-President, Conklin Mann, Inc., (Advertising Agency)

OUR research department has asked the usual 2,000 persons taken at random the following questions:

"Who advertises Whoosus Soap?"

The answer given by 2,007 of them was "Mr. Whoosus."

To the question, "Who paints the pictures used in Whoosus Soap advertisements," the following answers were received:

"I don't know".....	1792
"I never noticed".....	1829
"I'll bite, who does?".....	1997
Rockwell Norman Kent.....	3
Raleigh Henrichs.....	2
Gan Lajatta.....	1
Bart McClellay.....	1
*Pete Stimsoni.....	0

*Note: Pete is the fellow who actually did the job. He specializes in "doing stuff just like" John Held's, Norman Rockwell's, Henry Raleigh's, Franz Hals' or what have you? He "charges just about half," and his price is just about twice what he's worth.

That ought to answer with irrefutable facts, capable of being put up in pie charts, the entirely fallacious proposition advanced by Mac Artzt,* that "copy writers should sign their copy."

Because the answer is they shouldn't.

The question has been asked, "Is advertising becoming too professional?" Now Mr. Artzt asks, "Should advertising be believable?"

The Federal Trade Commission (as usual, about six years behind the public) has discovered that testimonials are paid for. Soon somebody will discover there isn't any Santa Claus, and I don't want to be pencil pushing when that day comes.

Consider, please, a few very fundamental fundamentals that we

all learned in kindergarten. To be effective:

1. Advertising must be seen.
2. Advertising must be read.
3. Advertising must be believed.

It's the artist's business, and the space buyer's, to take care of No. 1.

It's the layout man's and typographer's job to handle No. 2 (you'd never guess it in some cases).

It's the copy writer's job to deliver the goods on the third count.

Copy is the voice of the advertisement. It has to be courteous, pleasing, and sincere before it has even a chance to convince.

Since it isn't the artist's job to make people believe, but only to make them look, he can plaster his name all over the picture if he cares to. Not 2 per cent of the public knows one artist from another; but his signature does help him get more jobs.

The layout, one hopes and prays, will not be so haywire that possible readers will stop at the girl's legs.

Granted a pleasing arrangement and a type face that is easy to read, the rest of the job falls to Mr. Artzt.

Now I ask a question:

Does Mrs. Janet Dough, ultimate consumer, as she reads an advertisement imagine it as coming from Mr. Macy or Mr. Chevrolet—or does she suspect a Mr. Artzt? What's in her mind?

"Macy's ad says they have Lanvin importations for \$96.96."

"The new Chevrolet sport coupe has two ash receivers—one for John and one for me, it says here."

Would it be stronger if her comment were:

"Mr. Artzt says Mr. Heinz bakes his beans in old-fashioned ovens."

(Continued on page 136)

*"Should Copy Writers Sign Their Copy?" by Mac Artzt, on page 61 of PRINTERS' INK for January 23, 1930.

I Still Want Copy Writers to Sign Copy

Mr. Artzt Brings to a Close the Battle for Equal Rights for Copy Writers

By Mac Artzt

[EDITORIAL NOTE: Mr. Artzt is the author of an article that has kicked up something of a fuss in these pages. His article was entitled: "Should Copy Writers Sign Their Copy?" The title is self-explanatory. It appeared on page 61 of the January 23 issue of *PRINTERS' INK*.

Since its appearance, the following replies have been published, in addition to the one on the opposite page:

"Why Should a Copy Writer Sign His Work?" page 52, February 6, by John F. Arndt.

"Glorifying the American Copy Writer," page 121, February 13, by John Hall Woods.

"Copy Writers Need Their Cloak of Anonymity," page 44, February, 20, by Jim Wood.

Mr. Artzt now rebuts and with his rebuttal the controversy closes.]

WOW!

Now I know how it feels to be caught in a storm without an umbrella. Now I know what it means to be all, alone in the big, big city.

Why it is getting so that people stop to stare at me on the 5:15, and heroic contact men wrap a protecting arm about their trembling accounts and whisper "Watch out now, or bad Mac Artzt will get you."

And to think it all started with an innocent suggestion that copy writers sign their copy.

But alas, no sooner had those fatal words been read, than somebody parried with the query, "Why not let engravers sign their work—and typesetters, too?"

Sure! And why not the telephone operator, the girl who types my copy, the boy who delivers the plates—why not get right down to fundamentals?

Really, let's be sensible about this thing.

In the first place, typesetters, engravers, and even paper houses *do* sign their names to many editions. Printers very often *do* inscribe their names on their work.

And secondly, they are all companies—not individuals. They can—and *do*—publicize themselves and their work in many trade magazines!

But imagine a *copy writer* taking a page in *PRINTERS' INK* and broadcasting to the world, "Look at *The Saturday Evening Post* of February 22nd. See that Smith Bacon ad? I wrote it!"

If my critics will please pardon me, I'd like to call to their attention that they have missed the point of my article entirely!

Let me quote:

"It is a matter of fact that the average copy writer—I mean the man who is fairly ambitious—uses his copy writing years as years of apprenticeship to higher things. He doesn't want to stay at his desk forever! In every copy writer's heart there lies a dormant, phoenix-like hope that some day, by some stroke of the gods, he will stumble across an account—become an account executive! He aspires to be a contact man. Or he hopes to open up his own agency. Endlessly he is told that the big money lies in *selling*!

"Such a condition is harmful to everyone concerned—it should be eradicated immediately."

That's the big thing I'm driving at! Let anybody refute that statement if he can! My critics have completely overlooked this situation. They have been dazzled by the idea of a copy writer signing his copy. They have been carried away by the glittering opportunity of riddling it from stem to stern. No thought has been given—no possible solution has been advanced—for this definite and important problem!

I suggested giving the copy writer permission to sign his copy because I felt it would give him a

Twenty-Six Years of Leadership

*HOTPOINT has made advertising an
integral part of its sales program
since the beginning*

THE name "Hotpoint" first appeared in advertising in connection with the Hotpoint Electric Iron almost twenty-six years ago. The electric iron was the pioneer in the field of electric heat appliances . . . the first of many devices with which every housewife is now familiar.

Since that time, there has come to be a large family of products . . . toasters, percolators, waffle irons, heaters, electric ranges, etc.

The chief introduction of each of these "Hotpoint Servants" to the housewife has been through the advertising of the Hotpoint name and quality.

The Edison General Electric Appliance Company in this twenty-six-year period has become the world's

largest manufacturer of electric heating appliances. It has also become the world's largest advertiser of such merchandise.

This last is significant for the reason that it indicates what is likely to happen when advertising is made an integral part of the merchandising plan. Hotpoint advertising has but kept pace with sales.

From an investment viewpoint, Hotpoint's advertising policy is clearly justified by the way this quality line has withstood competition from lower-priced merchandise. Many quality products achieve success for a time purely on their merit. But if they are to maintain their leadership when the field has become crowded, that merit must have been firmly established in the public mind through advertising.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 North Michigan Avenue

LOS ANGELES
1151 South Broadway

TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

MONTREAL
1434 St. Catherine Street W.

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

PARIS
78 Champs Elysees

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

recognized standing in the world—make him known—reward him for his labors as any man engaged in the art of writing should be rewarded. It would give him greater pride in his work—make copy writing an end in itself, and eradicate the rampant impression that copy writing is merely a preliminary step to higher, more worth-while things—let alone more profitable things.

I wonder if that explains my stand in this controversy.

Now perhaps you will argue, "Granting that signing his copy will accomplish what you desire, what about the advertiser? It's *his* space, *his* money, *his* name you are to publicize—not yourself. What advantage is it to him?"

Here's my answer to that.

Imagine, please, that every advertisement is an applicant coming to your office for a salesman's job. (And the analogy is quite true—every ad of a product or a service is literally knocking at your door applying for a job!)

Now suppose that man says to you—"I am one of the finest fellows in the world. I am a hard worker. I know my stuff. I've sold some of the toughest accounts in the field. Everybody knows me and is glad to see me! After I've been with you for a while, you'll wonder how you ever got along without me!"

Is there any need to ask for your reaction to such vain-glorious statements? (And is there any need to point out the presence—and weakness—of exaggeration in advertising?)

But suppose that someone else—a *third party*—even unknown to you—sings those very same praises about the applicant! "I've worked with John Jones and I recommend him as one of the finest fellows in the world. He's a hard worker. He knows his stuff! I've seen him sell some of the toughest accounts in the field. Why after he's been with you a while, you'll wonder how you ever got along without him!"

Man, what a difference that makes! Immediately, all that vain and idle boasting becomes friendly,

spontaneous enthusiasm!

And by the same token, introducing a third element into the advertisement—having the copy *signed and written in the first person* ABOUT the product—makes that advertisement more readable, more thrilling—and yes, more *convincing*!

That's what I mean when I say in my previous article—"You will find that advertising lacks *personality*—lacks that *extra* spark—the feeling that somebody, whether his name is John Jones or Paul Smith, is talking to me frankly—as man to man—is recounting the exciting experience he enjoyed in finding a radio that beats them all for colorful tone, or in stumbling across a gasoline that takes the knock out of any motor!"

But now let us examine what some of my critics have to say.

Mr. Arndt ends his comments with the geometrical axiom that "the whole is always greater than any of its parts." (Well, far be it from me to argue with Euclid or any of his disciples.)

He also remarks that to sign an advertisement would be like putting an embossed plate in the dashboard of an automobile reading—

Body by Fisher, Axles by Timken, Bearings by S. F. K., Shock Absorbers by Watson, Upholstery by Ca-vel, Ignition by Delco Remy, Conception by Sloan, Ensemble by Cadillac.

The analogy is a very happy one.

Does Mr. Arndt know that Fisher and Timken and S.F.K. and Watson and all the rest spend millions of dollars a year bringing their names to the attention of the public? And not only that, but that these companies brand their products and ask the public to look for their signatures?

And does Mr. Arndt know that geometrical axiom which says, "The whole is also the *sum* of its parts?" Meaning, that in the making of cars as in the writing of ads, if each individual part is especially good and effective, *that part contributes immensely to the greater glory of the whole!*

Q.E.D.

The comments of Mr. Woods,

The job: 80,000
pocket-size books,
166 pages, 232
four-color illustrations,
two-color lined cover. The first
thousand delivered
in 10 days. The entire
order in 26
days. May we show
you the job?

OGDEN

PRINTING CO., INC.

209 W. 38th St., New York City



Over a million "Bostonians"

CORPORATE BOSTON has a population of only 800,000.

But over a million people live in the 39 cities (all within a 15-mile radius of downtown Boston) which make up Metropolitan Boston. These people work . . . shop . . . play in Boston—but they don't live in Corporate Boston.

Nearly half of them commute daily.

With such an army of commuters it is impossible to tell whether *daily* papers are bought to be read in the home or *en route*.

Add to this the existence of two combination morning and evening papers, and it is clear that daily circulation figures cannot prove home strength.

On Sunday, practically all papers are sold in the readers' neighborhood, and read at home . . . leisurely, thoroughly. The favored Sunday paper is necessarily a home paper.

And which paper is this, in Boston?

The three papers carrying the largest volume of adver-



don't live in Boston

tising all publish Sunday editions. One loses 20% of its readers on Sunday in the Boston Trading Area. Another loses 53%.

The third—the Globe—has the same circulation on Sunday as on week days. It holds its readers seven days a week. *It is the established home paper, daily and Sunday, in the Boston Trading Area.*

BOSTON'S LEADING MERCHANTS, the department stores, have proved the Globe's home strength. They use more space in the Globe, daily as well as Sunday, than in any other Boston paper. "National Merchants" can see the application to their own problems.

The essential advertising facts on the rich Boston Trading Area will be found in the free booklet, "Reaching Buying Power in the Boston Market." Write for a copy.

THE BOSTON GLOBE

too, are very interesting. He says, "Of course it is not expected that the president of a company will be able to paint a picture, *so there is no incongruity in his having to go out and get an artist to do it for him!*" (The italics are mine).

This, Mr. Woods grants freely, despite the fact that the very same artist may also be painting pictures for a vacuum cleaner and a typewriter company—for a slight consideration.

But, Mr. Woods insists, *to have the president go out and get a copy writer to write his advertisements—* (oh dark and bloody deed)—immediately switches on an electric current which vibrates in the reader's cerebellum and flashes the following thought waves—(now quoting Mr. Woods)—

"Here is an advertisement about an automobile. The fellow who wrote it works for an advertising agency that is getting paid big money to say good things about his car. The writer probably wrote an advertisement about a vacuum cleaner or a typewriter before he wrote this, and he gets his money for being able to write about different things and make us people want them. He sits in an office, maybe hundreds of miles from the company, and thinks, 'What can I say about this car that will sound good?' He probably drives some other make himself."

And why, pray?

Doesn't every automobile manufacturer employ salesmen? Isn't it common knowledge that they get paid "big money" to paint beautiful word pictures that make us people want the product? Don't they sit in their New York office—650 miles away from Detroit—and think, "What can we say about this car that will sound good?" Don't they probably drive some other make themselves—or if they do drive the make they sell, isn't it because they *have* to—and because they get a big reduction?

Will Mr. Woods please tell me therefore why it is perfectly acceptable for John Jones—as a completely strange individual and a representative of the company—to come up to his home and sell him

the car by personal solicitation—and why it is perfectly unthinkable for Mac Artzt—as a completely strange individual and an appointed representative of the company—to write and sign the very same personal sales talk in an advertisement?

Mr. Woods, too, opens up a new—and horrible—vista of speculation. By the time page 197 of the magazine is reached—and all the signed ads have woven their black, deadly spell, he has innocent mothers so hypnotized—so overcome—by the evil power of my personality, by the constant repetition of my name—that they stagger into grocery stores and order Mac Artzt Smush instead of Golden Smush!

Great heavens, think of the poor kiddies!

Oh come, come Mr. Woods—admit—oh, just a teenie, little bit—that this is a slight exaggeration. Admit that deep down in your better self you know that in the general course of events the chances of a copy writer having more than one ad in an issue of a publication are mighty slim—and that the odds are *overwhelmingly* against his having two or more in the same issue!

But—have not artists been represented more than once in a publication? Has any hue and cry followed the appearance of a McClelland Barclay illustration for Fisher Bodies and Humming Bird Hosiery in one and the same issue? Has it lessened the attention value—the selling strength—of either advertisement?

Then, once again, why this antagonism to permitting the copy writer to sign his copy?

California Advertising Agency Appointments

W. A. Joplin, formerly with the Hamman-Lesau Company, has been appointed manager of the San Francisco office of the California Advertising Agency. Kenneth Van Nostrand, former San Francisco manager of the California Advertising Agency, has been appointed to correlate the activities of the Los Angeles and San Francisco offices, maintaining headquarters for the Pacific Northwest and Northern California at San Francisco.

More than \$350,000 Rejected but not Lost



IN 1929

The New York Times declined more than \$350,000 of advertising because it did not meet its standards, strictly maintained to keep The Times advertising columns free of announcements questionable as to trustworthiness and decency.

But

The New York Times does not regard this as a loss, because in keeping its advertising columns honest and clean many times that amount is added to the value of the advertisements accepted.

Same size families

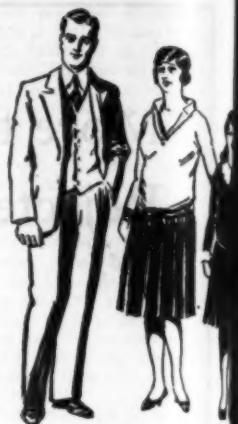
Income alike

Houses alike,

Right Next Door

Yet this family's

grocery bill is **\$20** a week



HOUSE X

\$3 a week is \$156 a year, multiplied by 1,600,000 families gives the staggering total of \$249,600,000.

A quarter of a billion dollars a year more spent for groceries by X families than by Y families.

What distinguishes them?

X families read *Cosmopolitan*.

COSMOPOLITAN: A Class Magazine With



week



Whereas

this family's

grocery bill is

\$17 a week

HOUSE Y

Y families, right next door, do not
read Cosmopolitan.

Their buying habits are reflected
in their reading habits!

Let us tell you about "The House
Next Door", an investigation of a
typical Trading Center.

With More Than 1,600,000 Circulation

"A GOLD MINE"

Says Roger Babson:—

"Your profits in 1930 will depend on the careful co-ordination of advertising and selling efforts. This is no time to slacken either. Regardless of conditions, there is business to be done. Go after it!"

"Direct-by-mail is a gold mine for sales, provided it is not overworked and is efficiently organized".

PROVIDED

We thank Mr. Babson for that "provided". What fortune—good and bad—hangs on that word—depending on the intelligent or unintelligent planning—on a practical or impractical selling message.

And Mr. Babson might have added —provided you employ an "efficiently organized" direct-mail printer.

ISAAC

WORTH
6080

GOLDMANN COMPANY

Founded 1876

Printing of Every Description
80 LAFAYETTE STREET NEW YORK

ON
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A Newspaper Score Card for the Space Buyer

A Method for Eliminating Repetition in Selling

By A. J. Slomanson

Vice-President, Littlehale, Burnham, Rossiter, Inc. (Advertising Agency)

ONE of the great fallacies of space selling and space buying today is the repetition during a year of presentations made by a salesman representing one newspaper to the same space buyer. One day of a month he will tell his story about his newspaper when soliciting a certain account, and some other day during another month he will tell his story over again to the same space buyer when seeking the advertising of another account, *ad infinitum*.

Of course, it is obvious that the salesman must give the particulars about his publication whenever he has the opportunity to do so. Yet some standard system should be in use in lieu of the space buyer's trying to memorize all the information given him, which he cannot do. Instead, the space buyer may keep a score card of the facts told so that when at some future time another solicitation is made on another account, he can simply refer to this score-card in his file, and accordingly eliminate a rehash of the story already told. This would tend to decrease the lengthy interviews that have been prevailing in the past between the seller and buyer, and enable the latter to meet more salesmen each day than heretofore, and thereby minimize the great waste of time on the part of the salesmen who line up in the salesman's waiting room (not reception room).

Here is the suggested score card:

NEWSPAPER SCORE CARD	
EFFECTIVENESS OF NEWSPAPERS:	50
Reader Interest—as shown by percentage of renewal subscriptions	13
As shown by responsiveness	10
News Service	5
Physical Appearance	
Of newspaper	3
Of contents	2
Of advertisements	2

Contents	
Editorials	2
Articles	2
News features	3
Advertisers	
Competitors	2
Other advertisers	2
Newspaper Policy	
Political	2
Business	2
CIRCULATION:	20
Amount of circulation	
Net paid, street, home (A.B.C.)	6
Total distribution	4
Extent of circulation:	
City	5
Suburban	2
Country	1
Quality of circulation:	
Subscription rates	2
Premiums	0
Clubbing offers	0
Contests	0
Other sources	0
RATES:	3
Milline rate	3
CO-OPERATION:	27
Make market analysis	
Report on competition....	2
Check distribution	2
Route lists and maps....	2
Solicit tie-in advertising..	2
Merchandising campaign..	2
Advising trade of campaign	2
Retail trade paper.....	2
Letters	2
Personal calls	2
Help secure window and counter displays	2
Suggest distributors and jobbers	2
Intelligent position treatment	5
	100 100

Let us see just how practical such a score card would be in actual use.

First it would enable the space buyer to tie the salesman down to specific questions when the score card is first compiled. On the next and subsequent interviews these questions could be avoided since the answers are already known, unless some of the conditions have changed. These could be brought up to date without wasting many words. Inasmuch as all the factors men-

tioned on the score card represent most all of the facts the space buyer wants to know, he can then control the interview with the salesman, and not let the interview control him.

All in all, this score card is another step toward more scientific space buying. Its value can be immediately recognized by realizing the convenience in the space buyer having such a record of the many newspapers' facts. When it is necessary to judge the comparative merits of newspapers in one city or in other cities, all that he has to do is to reach in his files for his score cards, and weigh the points of one publication against another to decide which one he wants to use. Guesswork is reduced to a minimum.

"Invariably Prompt and Dependable"

THE RALPH H. JONES COMPANY
ADVERTISING

CINCINNATI, FEB. 6, 1930.

Editor of PRINTERS' INK:

This is to acknowledge and thank you for your good letter of February 4, which enclosed lists of articles on advertising portfolios and sampling.

May we add to the many superlatives with which we have described PRINTERS' INK service in the past, that it is invariably prompt and dependable.

S. A. WILLER.

Frigidaire Transfers L. C. MacGlashan

L. C. MacGlashan, for several years with the advertising department of the Frigidaire Corporation, Dayton, Ohio, has been transferred to the sales promotion division where he will edit the Frigidaire publication, "The Frigidaire News."

"Cellulose" Starts Publication

Cellulose is the name of a new monthly publication which has been started at New York by The Cellulose Publishing Company. It will be devoted to articles dealing with research regarding cellulose derivatives and products.

Robert C. Gilmore, Jr., is business manager.

Merrimac Chemical Elects W. I. Warren

William I. Warren has been elected treasurer of the Merrimac Chemical Company, New York. He succeeds William M. Rand, who continues as vice-president in charge of sales.

Tea Campaign Modified

FOLLOWING a meeting of members of the Tea Club in New York, it is announced that in the future more of the available promotion fund will be used to advertise tea through open and regular channels, and less will be devoted to press-agency propaganda.

"A fund of \$34,000 has been obtained from the tea producing countries," says the *Tea and Coffee Trade Journal*, "and of this only \$12,000 is to be spent for free publicity. The balance is to be expended through a recognized advertising agency for more generally approved advertising."

The principal contributing countries, belonging to the Tea Association, are Ceylon, India, Java, Formosa and Japan, and it is hoped that additional funds from importers and packers in the United States will raise the total to \$40,000, of which it is proposed to devote \$23,000 to the preparation and circulation of booklets and to radio broadcasting.

Among the Tea Club members who have contributed in the past are McCormick & Co., Seaman Bros., Tetley Tea Co., Ridgways, Inc., Thomas J. Lipton, Inc., Salada Tea Co., Anglo-American Direct Tea Trading Co., Irwin-Harrisons-Whitney, Inc., Jardine, Matheson & Co., and M. J. B. Co.

It is said that in the future publicity matter will be issued by the Tea Association alone.

New Furniture Publication

Furniture and Furnishings recently started publication at Los Angeles as a monthly for the furniture and decorative furnishings field. David J. Williams is business manager and Ira Boyden Gorham, editor.

J. L. Rogers Opens Own Office

John L. Rogers, formerly with the Charles C. Green Advertising Agency, Inc., New York, has started an advertising business at New York under his own name.

Joins "The Monetary Times"

A. H. Halliday, for four years a member of the advertising staff of the *Toronto Globe*, has joined the financial advertising department of *The Monetary Times*, also of Toronto.

Measuring Cincinnati Media at this end of the line

National Advertising 1929

Times-Star . 3,433,316

2nd Paper
(7 issues) . 1,928,815

3rd Paper . 2,059,484

The Times-Star carried
a total of 13,813,832
lines of display advertis-
ing in 1929—a gain of
582,585 lines over 1928.

In Cincinnati's true trading area, 13% more homes are reached through The Times-Star than through any other Cincinnati paper. Then too, in homes of "key-men" the homes of executives, merchants, etc., 80% receive The Times-Star.

Not only does The Times-Star give a greater coverage of all homes, but gives an added coverage of those individuals who play such an important part in any merchandising effort.

One newspaper—The Times-Star at one sales cost gives maximum results in the Cincinnati market.

The Cincinnati Times-Star

Eastern Representative
MARTIN L. MARSH
60 East 42nd St.
New York City, N. Y.

Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Illinois



A GAIN OF OVER LOCAL RETAIL

**GREATER THAN ALL THE OTHER
BOSTON PAPERS COMBINED**

In 1929 the Boston Herald carried 7,583,468 lines of local retail store advertising, a gain of 1,003 lines over 1928.

This was the greatest gain in local advertising recorded in any year for any Boston paper, was greater than the gain of all other Boston papers combined.

Through this unparalleled increase in their advertising in the Herald, the merchants of Boston press in the most positive way their recognition of the tremendous buying power and response of the buying power of Herald readers.

It is an endorsement unequalled in Boston newspaper publishing history.

Local Retail Store Advertising Gains and Losses by Boston Newspapers in 1929

HERALD (7 days)	1,003,924	Lines G
Post (7 days)	404,521	Lines G
Globe (7 days)	267,091	Lines G
Transcript (6 days)	14,079	Lines G
American (6 days)	130,513	Lines L

These figures compiled by the Boston Newspaper Statistical Bureau. Traveler figures not included.

R MILLION LINES IN TATORE ADVERTISING

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The volume of Local Retail Store advertising carried by the Boston Herald since 1920 follows:

1920	1925
4,841,556 lines	5,672,370 lines
1921	1926
4,713,191 lines	6,143,413 lines
1922	1927
4,964,092 lines	6,446,787 lines
1923	1928
5,275,224 lines	6,579,544 lines
1924	1929
5,325,723 lines	7,583,468 lines

circulation of the daily Herald and evening Traveler for year ending December 31, 1929 was the greatest in their history and growing rapidly.

Advertising Representative:

GEORGE A. McDEVITT CO.

ark Avenue

New York, N. Y.

oples Gas Building

Chicago, Ill.

For eight years the Boston Herald has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

THE BOSTON HERALD- TRAVELER

TYPOGRAPHY THAT SETS UP AN IDEAL



BOSTON

The Berkeley Press
The Wood Clarke Press

CHICAGO

Arkin Advertisers Service
Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.

DENVER

Hirschfeld Press

DETROIT

George Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies'
Service Co.
Advertising-Craftsmen,
Inc. (A-C)

Advertising-Typographers, Inc.

The Advertype Co., Inc.

E. M. Diamant

Typographic Service

Frost Brothers

David Gildea & Co., Inc.

Heller-Edwards Typography, Inc.

Huxley House

Montague Lee Co., Inc.

Frederic Nelson Phillips, Inc.

Royal Typographers, Inc.

Supreme Ad Service

Tri-Arts Printing Corp.

Typographic Service Co.
of N. Y., Inc.

Kurt H. Volk, Inc.

Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.

Willens, Inc.

PITTSBURGH

Keystone Composition Co.

Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

The Public Demands Typography That Is High Standard . . .

Now-a-days there's a certain high standard in living, in merchandising, in furnishing of home and office, in format of books and periodicals. The public has also been educated to a typographic standard in advertising. Sub-standard typography robs advertising of eye-attraction and, hence, of its sales effect. Sub-standard typography detracts from tasteful and dignified presentation. Sub-standard typography hoards up dimes and burns up dollars. Fine typography is always basic economy.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters — 461 Eighth Avenue, New York

How We Find Out If Our Salesmen Cover Their Territories

A Simple Plan for Checking Up on the Work of Straight Commission Salesmen

By Edwin J. Heimer

General Sales Manager, Barrett-Cravens Company

SALARIED salesmen are usually routed by the home office or the branch out of which they operate, therefore the question as to whether or not they are covering their territories thoroughly is not a bothersome one. There is, however, another vast army of salesmen traveling the breadth and depth of our land who work on a straight commission basis and are left to their own devices as concerns territory coverage so long as they secure the desired volume of business. Some have exceptionally large territories, while those working for the progressive organizations operate in smaller territories and still have excellent incomes.

This question of "covering the territory" is ever present among sales managers' problems and in many instances is dismissed, because the salesmen "seem" to be doing a good job of their selling—little thought being given to whether increased volume for the house and increased earnings for the salesmen could be realized if a systematic check of territory coverage were maintained by the sales manager. In other words, merely because your salesmen are securing a nice volume of business, you have no logical reason to rest on your oars and feel assured that you are getting all the business possible out of any given territory or section of the country.

Recently the Barrett-Cravens Company instituted a systematic method of checking territory coverage—without entailing unnecessary or burdensome details in the home office. The results, after eight months of concentrated effort in this direction, have been startling, not only to us in the office, but to the individual salesmen as well.

Right here it might be well to state that we operate ninety-four

distinct territories in the hands of salesmen known as manufacturers' representatives. These men handle two, three, four and even six and seven different yet kindred lines. They work on a straight commission basis without salary, drawing account or expenses. Naturally, with no direct ties or obligations, their time and effort are their own, to be dispensed with as they see fit. Admittedly, these men are good salesmen—they are hard workers (most of them)—and they are sincere in their effort to give each of their accounts proper representation in the territory they cover. Yet, the fact still remains that they are salesmen—and as everyone knows, a good salesman is a poor detail man—a poor planner. If the reverse were true, they would be poor salesmen. Consequently, proper and efficient supervision must come to them from the sales manager.

Now back to the Barrett-Cravens plan of territory supervision. First we set aside each individual territory on a sheet of ruled ring binder paper. On this sheet we tabulate vertically along the left border the names of all cities and towns of 4,000 or more population. At the top of the sheet and horizontally, we tabulate the months of the year. Notice, please, we have a sheet for each territory and on each sheet is listed the cities and towns which should be covered. There is the complete setup—for the convenience of posting.

As the salesmen's call reports are received each day they are posted on the salesman's sheet—two calls in Crawfordsville, three in Mankato and four in Dunlap. These twos, threes and fours are posted under the month and opposite the city name. At the end of the month we total the calls made in

each city and there we have two interesting figures—the total number of calls made in our behalf and the number of cities covered. This information for one, two or even six months is not as valuable as it will be for ten or twelve months—or two years.

But you may say: "Mr. Heimer, our salesmen do not send in call reports." Well that is too bad, because that means that you are missing out on three or four vital sales functions without them.

For example, your mailing list isn't growing and being checked properly in its growth without call reports. Your prospects are not receiving the proper information, and your salesmen the close co-operation possible through call reports and you, in turn, have no indication as to the class of trade, size of institutions or amount of work the representative is devoting to your products.

Back to the plan. A salesman writes in and asks for more territory. Says the other accounts he handles have given him more than you, and he feels that his sales record indicates his ability to cover properly a few more counties. You consult your record and find that in the last eight months, out of the thirty-three cities and towns in his territory, he has been in nine of these towns once, five of them three times and has never made a call in the remaining nineteen. Right away you say to yourself that this man isn't so hot—why doesn't he properly cover his present territory before he asks for more? With this information it is easy for you not only to turn down his request for the increased territory, but to point out to him in no uncertain manner the poor job of coverage he is giving you. This is potent dope that will stand any sales manager in good stead a dozen different times throughout the year.

Still another advantage comes at that time of the year when every sales manager goes through his records and endeavors to devise new plans to boost the volume. A careful checkup of territory coverage will, undoubtedly, reveal sections of the country

where territories should be reduced and additional ones established—or where a salesman has too little territory in justice to himself and the house.

A Public Utility Gets Advertising Copy from Local Plays

STARTING with the beginning of March, the Consolidated Gas Company of New York is planning to run full pages in theater programs, the copy of which will tie up with copy from the manuscript of the play. In each case a portion of the dialog will be used which mentions the use of some of the products which the gas company sells, and will appear in the program of the theater at which the play is being acted.

Each advertisement will also feature a picture taken at the moment when the situation happens in the play together with the names of the actors and actresses in the scene.

The accompanying advertisement shows a scene from "Heads Up" and features an excerpt from the manuscript as follows:

Betty: What's the big idea?

Skippy: I was timin' the eggs!

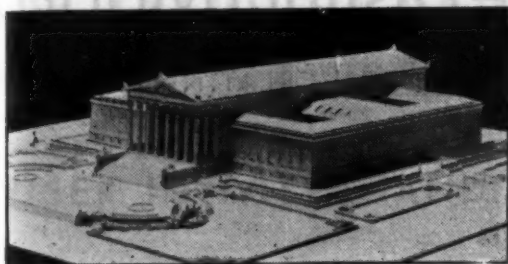
Betty: Huh?

Skippy: My watch is broke, so I sing 'em done. A verse and a chorus for soft-boiled, and a verse and two choruses for hard boiled. Oh, if you want 'em real hard boiled I recite Gunga Din.

The selling copy for the advertisement then follows and explains the advantages of the automatic time and temperature controls on the ranges of the Consolidated Gas Company. The copy reads:

Audiences laugh at this, but don't imitate it. Modern gas ranges with automatic time and temperature controls will make you a good cook even if you can't sing.

Already four plays have contained lines which could be turned to selling advantage and the manuscripts of still others are being examined to see if further material will show up. A play, however, has to promise to be a hit before it is considered.



Growing Washington

Here is the model of the new Supreme Court Building which has been approved, the site it is to occupy purchased, and the erection of it will be aggressively pushed.

This is only one unit of that great building program of the Federal Government, which is spending upwards of \$200,000,000.00 in permanent improvement in the District of Columbia—and only one factor in the continuous growth of Washington, which makes the Washington Market incomparably attractive to products of merit.

It is so easy to enter the Washington Market, for only ONE newspaper, THE STAR—Evening and Sunday—is necessary to completely cover Washington City and the trading area extending into Maryland and Virginia.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

The Distinct Magazine

+ DISTINCT IN CREATING CONFIDENCE

GOOD HOUSEKEEPING is unique among women's magazines in the prestige and confidence it has won among discriminating women.

++ As a result, it is unique in its power to influence sales for its advertisers.

++ We will set forth in Printers' Ink, one point at a time, the individual qualities of Good Housekeeping that set it apart as a magazine in which sales follow advertising.

EVERYWOMAN'S
MAGAZINE

Good Housekeeping

NEW YORK

BOSTON

zine the Women's Field

ENCE DISTINCT IN INFLUENCING SALES +

ADVISER IN MERCHANDISE

GOOD HOUSEKEEPING, forty-five years ago, set out on a distinct line of service to homemakers.

It saw that woman's life was inseparable from merchandise. It saw that the fitting way to help her was to show her the value of products designed to enhance her attractiveness . . . improve her home . . . save her labor . . . advance her cooking . . . provide wholesome meals for her family . . . protect her medicine cabinet . . . open new doors to pleasure.

So, editorially, it made merchandise one of its main interests. It heralded new trends and explained the distinct values of trade-marked products. It pioneered in creating confidence in advertised goods.

Its Studio of Furnishings and Decorations, its Institute, its Bureau of Foods, Sanitation and Health—these are nationally recognized authorities on the diversified merchandise women use. Their commendation of a product means sales. Ask salesmen, dealers, consumers.

HOUSEKEEPING

BOSTON CHICAGO DETROIT SAN FRANCISCO

"Name a Boston Newspaper"

Anywhere in America the average man will answer "the Boston Transcript"—because a century of pre-eminence has fixed the name in the consciousness of everyone.

This year, during the celebration of the Massachusetts Bay Colony Tercentenary, and the Boston Transcript's Centennial, the host of visitors to Boston will naturally, therefore, turn to the Transcript.

To get the advantage of this extra reader interest by visitors with holiday purses, plan now to place the Boston Transcript first on your advertising schedule.



BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

The War on Unethical Advertisers Is Advanced

Committee on Advertising Ethics and Standards to Co-operate with National Better Business Bureau

ACCORDING to an announcement by Edward L. Greene, general manager, the National Better Business Bureau, Inc., a Joint Committee on Advertising Ethics and Standards, recently appointed by organized interests in advertising, is now co-operating with the National Better Business Bureau.

This committee consists of duly appointed and accredited representatives of the following organized groups and associations:

- Association of National Advertisers, Inc.
- American Association of Advertising Agencies
- Periodical Publishers Association
- National Publishers Association
- Associated Business Papers, Inc.
- Agricultural Publishers Association
- Outdoor Advertising Association
- Street Railway Advertising Interests
- National Association of Broadcasters

This group shows a broad representation among advertisers, counsellors and mediums.

The present committee plan is the culmination of a movement which commenced in June, 1928, when the chairman of the Federal Trade Commission, the Hon. W. E. Humphrey, called together a group of periodical publishers and asked them to consider the subject of handling fraudulent advertising from the publishers' standpoint, and if possible to formulate a definite plan that might be submitted to the publishing industry.

On October 9, 1928, at a trade practice conference in New York City, the Commission and the publishers met and discussed the situation thoroughly. After the conference the publishers drew up a set of resolutions in which they recognized "the fact that the National Better Business Bureau . . . is the most competent agency to the businesses of advertising in preventing frauds in advertising and selling," and requested the Bureau "to advise periodical publishers generally, and whenever deemed ad-

visable, any governmental agency, whenever advertising which is being published, or is likely to be offered for publication" is established by the Bureau to be fraudulent.

Although it was the original suggestion of Mr. Humphrey to treat the problem by attacking individual publications, the Bureau and the publishers finally adopted a plan whereby the problem was taken up by industries.

After the first eleven months of operation of the plan the Bureau was able to report that in a group of publications studied there had been a decrease of 25 per cent in deceptive and questionable advertising. Careful investigation was made of eleven fields and basic reports issued on these fields to publishers. In order to eliminate the worst spots first the Bureau investigated those fields which were notorious for their fraudulent and deceptive advertising. The reports contained detailed information concerning the names of unethical and fraudulent advertisers and suggested remedial methods.

It has long been the opinion of leaders in advertising that fraud is not nearly so dangerous to the welfare of their profession as is that type of unethical advertising which, although quite within the law, seeks to tear down the public confidence in truth in advertising. Frauds can be stopped by due legal process. The unethical advertisers are more difficult gentry to deal with.

It was apparent that anything which threatens the credibility of advertising threatens the welfare of all groups within advertising and that any single group, such as periodical publishers, working alone, not only is carrying the burden for the entire industry but also has much of its work nullified by the fact that the unethical advertiser, driven from one group

of mediums, will find safe haven in another group. Because of this an effort was made to bring together the most important groups in advertising in order to accomplish the right type of co-operative work. This effort has finally borne fruit.

It is significant that in the present announcement no mention is made of individuals serving on the committee. It was the feeling of the members of the committee that it would be better to submerge individuals and place the emphasis on the organizations which are backing the movement.

According to Mr. Greene the committee does not mean the creation of another organization, but just what its name implies, a flexible, not too formal committee appointed to consider and deliberate upon any matters pertaining to national advertising ethics and practices and to develop and foster the utmost co-operation between the Bureau and any and all business interests in advertising and among those interests themselves.

"The committee and the Bureau will work interdependently," said Mr. Greene. "The Bureau, for instance, may make investigations and refer the results of these investigations to the committee for advice. On the other hand the members of the committee are equally free to call to the attention of the Bureau practices or individuals which they believe will be harmful to advertising.

"We are doing in a large way what has been so effectively accomplished by the local Better Business Bureaus. Where such bureaus are functioning properly they have the backing of the business leaders in their communities and their recommendations are listened to with respect by those individuals and firms who are stepping out of line. Hitherto the national organization has lacked the type of backing which has made the work of local bureaus so effective. In the joint committee I believe we have such backing.

"The preliminary work already done has been highly encouraging. We have found almost all of the leading groups in the industry

eager to co-operate in any movement to clean up advertising. All recognize the magnitude of the task and the paramount fact that only by united effort can lasting benefit be accomplished."

Country Newspaper Groups Plan Certified Circulations

Officers of the Wisconsin Press Association were authorized, at the recent convention of that organization held at Milwaukee, to take preliminary steps in organizing an audit department which will prepare certified circulations for the country newspapers.

John A. Kuypers, De Pere *Journal-Democrat*, president of the association for twelve years, and Louis Zimmerman, Burlington *Standard Democrat*, secretary-treasurer for eleven years, were re-elected. A. F. Ender, Rice Lake *Chronotype*, was re-elected vice-president. Madison was chosen as the meeting place for next year.

Florence Griffin Starts Own Business

Miss Florence Griffin, for the last four years advertising manager of The Standard Envelope Mfg. Company, Cleveland, Silvertone envelopes, has opened an office at Cleveland as an advertising and sales promotion consultant. She plans to specialize in all phases of promotion for manufacturers whose chief appeal is directed to women.

The advertising of The Standard Envelope Mfg. Company will continue to be directed by Miss Griffin.

Appoint Critchfield

R. D. Werner & Company, carpet supplies, and the Safety Carpet Underlay Company, Anon-Slip rug underlay, both of New York, have appointed the office at that city of Critchfield & Company, Chicago advertising agency, to direct their advertising accounts. Business papers and direct mail will be used on the Werner account. The Safety Carpet Underlay account calls for the use of newspapers, magazines, business papers and direct mail.

George W. Rankin with "Breeder's Gazette"

George W. Rankin, who was a director and the advertising manager of *Hoard's Dairyman* for many years, and who recently resigned this position, has been appointed vice-president and general manager of *Breeder's Gazette*, Chicago.

Appoints Cleveland & Shaw

The Ott Engraving Company, Philadelphia, engraved wedding invitations, etc., has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account. Women's magazines will be used.

We know how to put
 salesmanship into type
 —that's why so many
 great advertisers come
 to BUNDSCHO'S.



J. M. BUNDSCHO, INC.
 Advertising Typographers
 65 EAST SOUTH WATER STREET
 CHICAGO

HERE TYPE CAN SERVE YOU

Death of Joseph H. Bragdon

JOSEPH H. BRAGDON, publishing director of *Textile World* and vice-president and general manager of the Bragdon, Lord and Nagle division of the McGraw-Hill Publishing Com-



Joseph H. Bragdon

pany, publisher of that paper, died at New Rochelle, N. Y., on February 19.

Following his graduation from Yale in 1911, Mr. Bragdon joined the staff of the *Textile Manufacturers' Journal*, which was founded in 1894 by his father. Four years later this publication and *Textile World Record* were merged as *Textile World*.

Throughout his business-paper career, Mr. Bragdon took an active interest in organized business-paper movements and in advertising association work. He was a former president of the New York Business Publishers Association. His efforts on behalf of his profession brought to him further honor from his associates who elected him to the presidency of the Associated Business Papers. At the time of his death he was a member of the board of governors of the Advertising Federation of America.

Mr. Bragdon also was a member

of the executive committee and of the board of directors of the McGraw-Hill Publishing Company.

He is survived by his widow and two sons, Joseph J., Jr., and Ernest.

During the business career of his forty-three years of life, Mr. Bragdon made a host of friends, not only for himself but for the business-paper industry as well. The deep regard in which the man was held by his associates is reflected in the following tribute from Malcolm Muir, president of the McGraw-Hill company:

"Joe Bragdon had won a high position in confidence, esteem and friendship among his many associates. His popularity and progress came of his own sound judgment and natural ability, his character and personality. He was a man of keen publishing instincts, thorough, analytical and decisive. His thoughtfulness and good humor endeared him to all and his untimely death brings deep personal sorrow."

National Window Displays, Inc., Adds to Service

National Window Displays, Inc., with headquarters at New York, has purchased all McKesson & Robbins, Inc., window display departments now located in the various McKesson houses. These departments will be moved to new independent quarters as soon as possible.

Colburn S. Fould, formerly president of the Foulds Company, manufacturer of food products, is now devoting all his time as president of National Window Displays, Inc. Clifford E. Winne, general manager, until recently was display manager of McKesson & Robbins, Inc.

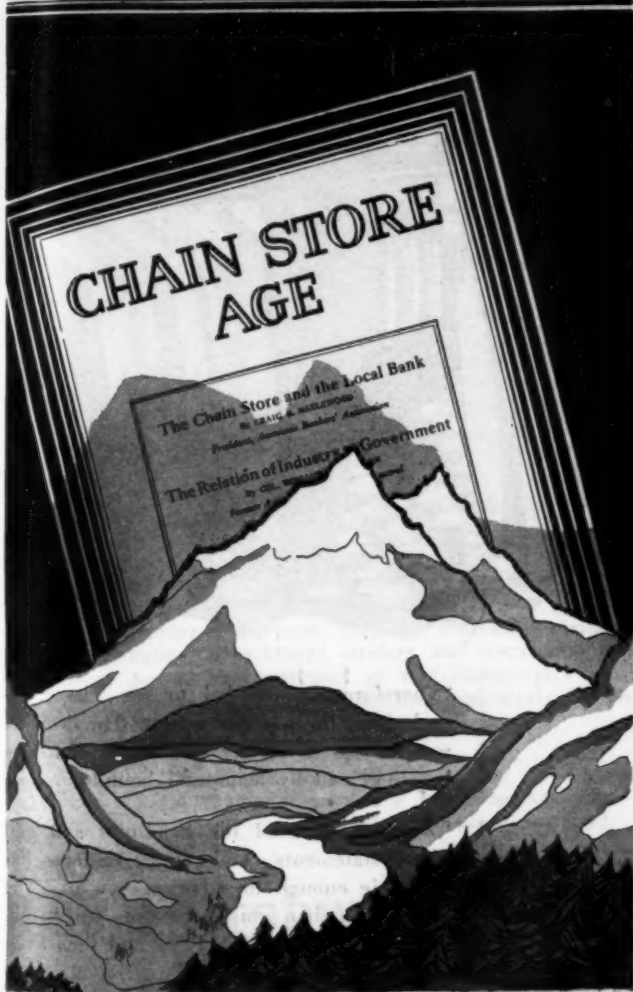
Ray M. Pearce is general sales manager; Robert J. Guinard, vice-president, and Frank W. Hodges, secretary-treasurer.

Plee-Zing Food and Grocery Campaign to Start

The George W. Simmons Corporation, St. Louis, will begin an advertising campaign on March 1, for the Plee-Zing brand of foods and grocery products. Poster and newspaper advertising will be the principal mediums used. Twenty-four sheet posters will appear in forty-four cities throughout the year with monthly changes.

The Charles C. Green Advertising Agency, Inc., New York, is handling the campaign.

LARGEST ADVERTISING VOLUME



BY EVERY COMPARISON FIRST IN THE FIELD

93 WORTH ST. NEW YORK



"Therefore, we decided to use The Press exclusively for a second season. The decision was the wisest one we ever made. Business has increased by leaps and bounds.

"We have avoided big headlines and emphatic statements. And yet the response has been big enough to surprise even us. The answer is—when you have a story worth telling, first tell it in The Press and then keep on telling it in The Press."

*An extract from
a signed letter
on file in the of-
fice of The Press*



CLOTHIERS

The Pittsburgh branch of a nationally known clothing organization with stores throughout the country and with more than a hundred years of merchandising experience, gives the key to productive use of newspaper space in Pittsburgh when they say, "*First tell it in The Press and then keep on telling it in The Press.*"

It is a key that anyone with goods of any kind to sell can use. Consistent, intelligent advertising in The Pittsburgh Press opens and keeps open the profitable Pittsburgh market.

During 1929, more than 900 successful manufacturers, distributors, dealers and merchants supported the testimony of this Pittsburgh's men's clothing store by advertising exclusively in The Pittsburgh Press.

During 1929, The Pittsburgh Press published 379,471 lines of men's wear advertising, almost as much as both other Pittsburgh papers combined.

The Pittsburgh Press

A Scripps—Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS—HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS DETROIT PHILADELPHIA BUFFALO ATLANTA

WFAA

50,000 Watts...on "Cleared Channel"

NEW equipment...an eight-year-old listening audience...in a receptive territory...
WFAA is the dominant station in the Dallas market.

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Represented Exclusively by

SCOTT HOWE BOWEN, INC.

RADIO STATION HEADQUARTERS

Chicago

New York

Detroit

180 N. Michigan Ave. 274 Madison Ave. 7-242 General Motors Bldg.

Motor Industry to Use \$15,000,000 to Scrap Old Cars

In the First Concerted Move Against Antiquated Models, Manufacturers Aim to Junk 400,000

ANNOUNCEMENTS will be forthcoming soon from automobile manufacturers of respective methods by which the manufacturers, at an estimated expenditure of approximately \$15,000,000, propose to remove from the American market—by the junking process—some 400,000 automobiles.

The manufacturers' concerted action, their first concerted action in this direction, is designed to attack one angle of the ubiquitous marketing problem—the used car. Junking, it is contemplated, will relieve the automobile market of an over-burden. It will obliterate the too-decrepit car, the car so old and world-worn that it has served as a trade-in several times, the car so out-of-date that any trade-in value that still may be ascribed to it is merely a matter of courtesy.

In the National Automobile Chamber of Commerce, a special committee is at work on a general car-scraping program for the industry. The committee chairman is R. H. Grant, vice-president of the General Motors Corporation and vice-president in charge of sales of Chevrolet. In car-scraping on a national scale, Chevrolet has been a pioneer.

Other members of the special committee are C. H. Bliss, of Nash; J. E. Fields, of Chrysler; Paul G. Hoffman, of Studebaker; H. W. Peters, of Packard; Courtney Johnson, of Hudson; and Edward S. Jordan, of Jordan.

Officially, the general program is to be known as the "Highway Safety Plan"; and Mr. Grant's special committee is being given the co-operation of the Automobile Chamber's committee on street traffic.

Beyond developing a general policy and winning for that policy the individual manufacturer's endorsements, Mr. Grant's committee has been unable to go much farther; for it has been deemed ad-

visable that each manufacturer develop and apply his own plan.

The numerical objective of 400,000 cars to be scrapped was a figure more or less arbitrarily established. As a basis for developing the idea and arriving at some estimate of its national cost, it was necessary to start with a definite number for the first year's junking. It has been estimated that this year's output of new automobiles will approximate 4,000,000; and the year's junking total was placed at 10 per cent of that figure.

Individually, several manufacturers have brought their plans virtually to the point of completion—among them, General Motors, Studebaker, Durant and Graham.

Although none of the plans has been announced publicly, it is logical to expect that at least some of them will be adaptations of the plan of Chevrolet, by which a junking fund accumulates against the dealer's sales of new cars at the rate of a specified allowance for each sale; and then, when a sufficient allowance has accumulated, the dealer junks an old car.

The \$15,000,000 estimate of the cost is an over-all total of the estimates of the sales managers of individual manufacturers. The money will come, not out of a pool or general fund, but out of the respective manufacturers' treasuries in operating the respective methods, and in proportion, of course, to respective sales volumes.

Some of the junking methods will involve, very likely, big-scale arrangements with concerns dealing in old metals and with salvage companies. Some of the plans, too, will be made to dovetail with plans of junking already adopted, co-operatively, by car dealers.

In its results, the whole program will depend, obviously, upon the measure of co-operation it is

able to enlist and hold. The first year's operation will be looked upon as experimental.

Business in general will watch the experiment with interest, for, in scope at least, the program is a marketing innovation.

Served Within an Hour

SMITH, STURGIS & MOORE, INC.
NEW YORK, FEB. 17, 1930.

Editor of PRINTERS' INK:

I recently had occasion to phone to your office to enquire if you had immediately available, several articles on the subject of retail store budgeting and forecasting. Within an hour you had mailed to me so much material on this subject that it took me several hours to digest it.

Incidentally, these articles have been the means of assisting in one of the problems that have been before us for a long time, namely, showing retail stores how to lay out their advertising periodically, in advance—so that these stores can avail themselves of the manufacturer's cuts and mats prepared for retail distribution.

Let me take this opportunity of thanking you for your much appreciated services.

WM. A. STURGIS,
Vice-President.

Coca-Cola Sales and Profits Increase

Net profits of The Coca-Cola Company, Atlanta, for 1929, amounted to \$12,758,276, after all charges, against \$10,189,120 for the previous year.

Sales for the year amounted to \$39,260,813, against sales of \$34,745,758 for 1928, an increase of 12.9 per cent.

Zonite Reports Net Profit

The Zonite Products Corporation, New York, reports a consolidated net income of \$1,356,845 for 1929, after development expenses and losses incident to liquidation of stock investments and charges. In the previous year the report covered the eighteen months ended December 31, 1928, and showed a net profit of \$275,622.

Appoints Reynolds Agency

The Cheney Company, Winchester, Mass., Cheney interlocking wall flashing, has appointed Frank J. Reynolds & Staff, Boston advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Central Hanover Bank & Trust Appoints W. C. Bennett

William C. Bennett, formerly assistant secretary of the Central Hanover Bank and Trust Company, New York, has been appointed vice-president.

Rochester Bureau Handled 10,000 Inquiries Last Year

Over 10,000 inquiries and complaints concerning investments, merchandise offers and business transactions, most of which were advertised, were received by the Better Business Bureau of Rochester, N. Y., in 1929, according to its published report of activities for last year.

Over 3,500 people made telephone calls, according to the report, the majority of these being in regard to investments or advertising offers. Individuals interviewed totaled 3,200, while in order to supply information requested on these calls over 2,400 outside calls were made by Bureau investigators. Through the mail more than 3,000 inquiries were received.

The Bureau also reports that more than 150 warnings and educational advertisements on fraudulent, unsound or questionable schemes were published in the newspapers for the protection of the public. Statistics of the Bureau showed that over 20,000 printed bulletins were mailed to members of the Bureau and others for their information and guidance, and that more than 1,200 confidential reports were given to banks, investment houses, newspapers, the Real Estate Board, the Health Bureau, Chamber of Commerce, the Post Office, Attorney General's office, Police Department, Automobile Club, Legal Aid Society and others.

Death of G. B. E. Kip

Garrett B. Ergh Kip, treasurer and a member of the firm of Evans, Kip & Hackett, Inc., New York advertising agency, died at that city, February 23. Mr. Kip joined the advertising agency of Evans & Barnhill, Inc., nine years ago. In 1925, when he was made a partner in the agency, its name was changed to its present one of Evans, Kip & Hackett, Inc. Mr. Kip, who was fifty-two years old at the time of his death, had been with a banking firm previous to entering the advertising business.

Changes on Buffalo "Times"

Clinton E. Morrill, formerly national advertising manager of the Buffalo Times, has been made local advertising manager of that paper. Harry E. Pocock, formerly local advertising manager, has been made national advertising manager. Archie L. Nash continues as director of advertising.

Appointed by Investors Syndicate

Wayne C. Kilbourne has been appointed advertising manager of The Investors Syndicate, Minneapolis investment company.

Death of J. H. Longmaid

John Henry Longmaid, president of the Esterbrook Steel Pen Manufacturing Company, Camden, N. J., died recently. He was sixty-nine years old.

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BUSINESS IS GOOD HERE!



Advertise in St. Paul's 36 for Increased Sales in 1930

Facts About This Exclusively St. Paul Market in THE LAND OF THE D-PP.

ST. PAUL'S 36 consists of 36 Minnesota and Wisconsin counties that are commercially and geographically tributary to St. Paul, of which St. Paul is the buying and selling nucleus. It is the exclusively St. Paul market.

THE LAND OF THE D-PP (The Land of the Dispatch-Pioneer Press) is the Northwest as shown on the above map, where Dispatch-Pioneer Press circulation is concentrated. These papers have subscribers in 83% of the towns in this territory.

Population	1,089,397
Families	241,414
Dwellings	215,314
Dwellings, Owned	86,125
Dwellings, Rented	129,189
Cars	352,632
Families With Phones	122,023
Families With Gas and Electric	168,020
Annual Bank Deposits	\$431,696,000
Annual Number Income Tax Returns	
by Individuals	26,284
by Corporations	4,775
by Partnerships	2,624
Total Income	\$426,517,000
Manufacturing Establishments	2,965
Value Added by Manufacture Annually	\$145,869,247
Land in Acres	15,638,400
Farm Acreage	11,640,690
Value of Farms	\$1,192,628,644
Annual Value of Crops	\$110,321,100
Value of Livestock	\$111,216,819
Annual Value of Dairy Products	\$53,027,710
Towns With Population of 1,000 or More	69
Retail Outlets	12,985

NO OTHER TWIN CITY PAPER COVERS ST. PAUL'S 36—PLACE
YOUR SALES MESSAGE IN THE DISPATCH-PIONEER PRESS

Circulation of Twin City Papers in St. Paul's 36

Dispatch-Pioneer Press	Daily 137,000	Sunday 84,000
Minneapolis Paper	" 13,000	" 24,000
Minneapolis Paper	" 12,000	" 27,000

St. Paul Dispatch - Pioneer Press

Poyntered Paragraphs

By H. R. Poynter

FORECASTS for 1930 being so thick and glutinous I offer this small but clear one: Complete sales plans will be prepared and put into execution which will be perfect in every detail except one—the consumer will not be considered. Hamlet will continue to be produced without the Dane.

On opposite suburban corners two rival chain stores recently re-modeled and enlarged their interiors. Everybody stood by and awaited a duel to the death for high volume, high turnover, high gross sales, high net profit and all the other highs. And then the women quit coming to both stores.

In one case the additional room was so cluttered up with display islands and "automatic salesmen" that customers became hot and bothered. In the other the manager quit and set up in business for himself across the street, taking most of the old customers with him.

Impersonal management raised to the nth degree creates a yearning for the personal, and efficiency causes a demand for inefficiency—for flavor if nothing else.

Excess is the mother of reaction, and its 1930 birthrate may be rather high.

A restaurant owner divided his floor space into square feet and figured how much each foot should yield per day. Customers who lingered too long were subtly harried. In time there were no customers—only square feet. It is all right to get the consumer down, but it is wrong to stamp in his face.

A new company has created a super-service station for motorists in a certain large town. The place is so large and complete that you can get everything there except waited on.

Far-sighted industrial leaders are building palatial service stations on main highways and then going up back alleys to get their cars washed the same day.

There are industries which furnish service till they give you a pain in the pituitary gland. But what is wanted is some one who will fix the thing now.

And yet there is such a thing as real service to the consumer. After a century of choked bottle necks, a ketchup bottle has at last been made with an opening actually wide enough to let the ketchup out.

Advice to industries: Keep the president. Keep all the vice-presidents. Keep the sales manager. Keep all the salesmen. Keep the same policies. Keep everything. But for goodness sake, change your containers, especially the top.

Let reforms in business begin with the product. Give the public a chance—show them how to get the lid off.

Electric Heaters to House Agency

The North West Electric Company, Seattle, electric heaters, has appointed the Arthur E. House Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers and direct mail will be used.

Appointed by William C. Keenan Company

Robinson C. Walker has been appointed manager of the sales promotion department of the William C. Keenan Company, New York, research and business surveys.

Goodrich Company Shows Gain

The B. F. Goodrich Company reports net profits for 1929 of approximately \$7,400,000, after charges and taxes, as against \$3,513,023, for the previous year.

Appoints Cramer-Krasselt

The All-American Mohawk Corporation, Chicago, manufacturer of Lyric radios, has appointed The Cramer-Krasselt Company, Milwaukee advertising agency, to direct its advertising account.

BUFFALO

3rd CITY IN PER CAPITA INCOME IN NATION

Buffalo was designed from its founding to become one of the most staple and wealthiest markets. In fact, it is credited by the American Encyclopedia as having a more diversified line of industry than any other American city.

Its location, as the gateway to Canada and the connecting link between the Great Lakes and the Hudson River by the New York State Barge Canal give it a strategic location as a distributing terminal for the products of the Great Lakes region, and the Central and Eastern states.

Buffalo is a market worthy of concentrated selling effort and The Buffalo Times is one of the major selling forces and must be used to secure adequate distribution.

The Buffalo Times

A Scripps-Howard Newspaper

National Advertising Department of Scripps-Howard Newspapers, 230 Park Ave., New York City



Member of the Audit Bureau of Circulations . . . of The United Press and of Media Records, Inc.

CHICAGO SAN FRANCISCO
DETROIT PHILADELPHIA

LOS ANGELES DALLAS
BUFFALO ATLANTA

—>>> THE LARGEST MAGAZINE

“Give us
More!”

More of life, more of health, more of happiness! Better clothes to wear, better food to eat, better homes, better cars, better entertainment.

Crowell magazines have attained circulation leadership through an editorial policy that deliberately fosters the desire for change, for improvement, for progress, for a wider viewpoint and a broader life.

Readers of these five publications represent the greatest unit market for the products of modern industry, for Crowell circulation

Crowell
PUBLICATIONS

WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE

NE

CIRCULATION UNIT IN AMERICA



MORE THAN
8,500,000
CIRCULATION

is now more than 8,500,000 per issue—a growth of more than a million in the past year.

Here is a receptive audience for the advertiser who is interested in larger markets and greater sales.

COLLIER'S, THE COUNTRY HOME, THE MENTOR

Glasgow Manchester London

Glasgow is 8½ hours (400 miles) from London. Manchester is 4 hours (183 miles) from London.

London, Manchester, Glasgow—the three publication centers required by *The Daily Express* to meet the demands of the British nation.

The Daily Express is edited, published, and distributed from these three capital cities. This world record in simultaneous publication is a part of the service of this newspaper in its work of building Britain's new buying power.

The Daily Express circulation has increased by more than one-million-two-hundred-thousand (1,200,000) because the new control, the new leadership, the new buying power made up of the ambitious youth of Britain requires this paper.

For *The Daily Express* exists for but one purpose—to serve youth—to continue its great work of making Great Britain, Greater Britain.

The Daily Express

Representing Britain's Greatest Buying Power

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

This is the seventh of a series of advertisements presenting the world's most concentrated market, and its three-fold voice—Great Britain and the Beaverbrook Press.

If you are interested in the great British market you should be on our mailing list to receive our series of booklets on how to sell forty million British.

Mr. Bayliss Has an Idea

Experience of Unique British Advertiser Calls Attention to Economic Miracle

By Roy Dickinson

I DON'T know what Mr. Bayliss was doing back in 1924. He was probably working for someone and wondering how he could start a business of his own.

Somewhere in London, it is entirely probable that he gazed long and often out of the window into the pea-soup fog and wondered what opportunity there was for a man with ideas. Because Mr. Bayliss always had ideas. It is perfectly safe to make that remark in the light of what he has done since.

And as I think over the remarkable achievements of this man, who tells his story simply and unpretentiously in the *Advertisers' Weekly* of London, I am thoroughly convinced that the Automobile Chamber of Commerce ought to try to multiply Mr. Bayliss by one hundred and have his duplicate in every country and territory in the world.

For he is one of the men who, with a simple idea and some ambition, has built purchasing power for 150 people in the country of his birth by reclaiming a product no one in this country ever thought of before in the same light. And to make the story more interesting to economists and to American business men, the raw material to which he added his idea was the packing cases in which American cars are shipped to Great Britain and other countries.

As Mr. Bayliss, himself, tells it: "In 1925 I carried on a useful but unpretentious business—the reclaiming of a waste product. Most of the American cars which are imported into this country are shipped in substantial packing cases of fine spruce wood, tongued and grooved, and capable of withstanding the severest handling. I had conceived the idea of contracting with the importers for supplies of these cases which were then broken up into sections."

The packing cases put together

with loving care in Detroit and other automobile centers couldn't have cost him very much when he bought them from contractors because he speaks of them himself as "a waste product."

When he first started his business this cagey Britisher sold the broken up sections at country town auctions. They were used by farmers, gardeners and poultry keepers for home-made sheds, pig sties and similar homely, but useful articles.

Benefits Came at Once

The rest of Mr. Bayliss' story, as he tells it in the British advertising journal, is a good advertising story. Briefly, he advertised in *The Farmer and Stock Breeder* on the advice of a friend of his who was an advertising agent. He discovered that his selling costs through advertising were less by half than when he sold his sections through the market auctioneer. He also received cash immediately instead of waiting the convenience of the auctioneer.

Then, advertising fired his imagination and led him into what we would call a trading-up policy. He carried his business a step further. Instead of selling the raw material he decided to sell his customers the complete building for erection, thereby breaking into a field of manufacture much more profitable than the brokerage of plain wood. He didn't use attractive layout or dignified typography with lavish white space. He used typical mail-order advertisements of what he called "the most orthodox ugliness."

In his interesting description of his advertising experiences he tells how one advertisement which cost \$100 pulled more than \$5,000 in orders. He also had enough vision to enlarge his advertising appropriation as his revenue grew. The success of Mr. Bayliss' advertising

is well proved by the fact that he now delivers in his own fleet of fourteen lorries to any point within 250 miles of London, that his printed matter has developed from a double leaflet to a twenty-page catalog and that, whereas he started with less than \$100 in advertising, he is now investing about \$1,500 a month.

But interesting as the advertising development of this unusual business is, and it makes interesting reading, of more importance it seems to me is the economic significance of this man who knew how to apply advertising to an idea. For here is a man who, in two years' time, is now manufacturing 244 different types of wooden structures, who is doing a gross business of more than \$300,000 a year and who is employing no less than 150 workmen. At the present time, he is taking into partnership the proprietor of a woodyard, for he has discovered that his packing case supplies will prove inadequate for future demands.

But take the one fact of 150 people profitably employed and look at it for a moment. There is a new purchasing power of several thousand dollars a week added to the total purchasing power of a district in England because Mr. Bayliss looked with seeing eyes at a comparatively waste product and knew how to utilize it.

It is that combination of waste material to which an advertising idea has been added which seems to me to be of transcendent importance. That is why I said early in this article that it is too bad men like Mr. Bayliss can't be multiplied by several hundred and scattered throughout the world.

Looking far ahead, if this country is to go forward it must export more. In order to export more it must share its prosperity with foreign countries. For the country which distributes only merchandise and not purchasing power is not building on the firmest sort of foundation. As the President's conference pointed out, if European countries could have had the same sort of prosperity during the last nine years that this country

has had, our export business would be far better and we would be in a better position. The automobile industry is apparently distributing purchasing power in the form of well-made packing cases which needed but the addition of a man with vision and some advertising to turn those packing cases into actual purchasing power in the country to which they were shipped.

It is entirely conceivable that Mr. Bayliss and perhaps some of his workmen as well, may have been enabled to buy the very automobiles which came in those packing cases through their unusual utilization of the wood in them. The automobile industry which turned out those cars and the cases around them apparently didn't think it was wasting much, nor was the waste hurting them particularly if they could lay down their cars, inside the packing cases, in a foreign country and compete, on equal terms, with British automobiles after paying the duty there. One, who sometimes gets confused about economic subjects, wonders whether it would pay the automobile companies to make bigger and better packing cases if, by so doing, they could have working for them, in every country of the world, men like Mr. Bayliss who had a good idea and the courage to advertise it.

Acquires Ohio Lithographing Company

The Reserve Lithograph & Printing Company, Cleveland, has purchased a controlling interest in the Ohio Lithographing Company, Toledo. P. N. Calvert, president of the Reserve company will head the merged companies.

Officers of the Toledo company, in addition to Mr. Calvert, are Louis E. Gavin, vice-president and sales manager; James Friauf, vice-president and plant manager; Carl B. Ecker, secretary; Theodore E. Reeves, treasurer, and Walter J. Petty, assistant secretary-treasurer.

New Business at Seattle

E. A. Punter, formerly with the Spokane Chronicle and, more recently, with the Carl W. Art Advertising Agency, Inc., Seattle, has started his own advertising business at Seattle under the name of the E. A. Punter Advertising Service.

A Distinguished New Format • •

The typeface used for the heads and initials in the new format initiated with the March issue of the

ROTARIAN

announced on a subsequent page is Ultra-Modern Bold [McMurtrie], set by the Ludlow system.

Other publishers will find other distinguished types for magazine typography among those offered on the Ludlow. Inquiry and consultation are invited—of course without the slightest obligation.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

This Railroad Puts Out an Automobile Road Map!

Union Pacific Faces Short-Haul Revenue Decline by Digging up New Ways to Cash in on Auto Tourist Business

PUBLISHING automobile road maps might not ordinarily be considered the sort of activity that would be indulged in by a railroad; yet Union Pacific within a few weeks will have ready for distribution under its own name a map showing all the best motor routes into Grand Canyon, Zion and Bryce Canyon national parks. In other words this road, recognizing openly that the short-haul passenger business can never again be what it once was, is out to supplant this decline with new forms of revenue. Instead of fighting a lost cause, it prefers to get in step with a motorized age.

Thus the present Union Pacific advertising program is aimed at two objectives, one of which will perhaps be rather surprising to those who think of trains as definite and even bitter competitors of the bus and privately owned automobile. The first objective is of course the promotion of its own long-haul passenger business. Here the railroad has a thoroughly logical merchandising story to tell.

The other objective, strangely enough, has to do with the development of tourist business in general, whether it be by rail, bus or privately owned automobile. For, instead of being content simply to bewail its loss in short-haul passenger revenue, Union Pacific has set up, in the national park areas through which it travels, a network of tourist camps, lodges and cabin accommodations. For those who wish to get still closer to the earth it even provides regular camping equipment. So far as these enterprises are concerned, naturally a customer is a customer, quite irrespective of by what means of transportation he gets there.

In addition to this, Union Pacific, like Santa Fe and other roads, has developed its own scenic bus service in those national parks which it serves. Put into operation

primarily for the benefit of its train passengers—so that, once there, these individuals might have both a comfortable and flexible means of enjoying the scenic attractions of the region—Union Pacific can now see no reason why others cannot also be induced to use this service. Hence, addressing directly those who choose to travel by motor, this company, in its advertising, is advocating that motor tourists leave their cars at the entrance to the canyons and enjoy the convenience of the Union Pacific scheduled bus tours.

It should be evident that, far from being a hit or miss grabbing at any or all possible sources of revenue, this broadening of Union Pacific activities, as actually worked out, builds itself into a well-co-ordinated merchandising program, a program which, in skeleton form, might read something like this: "For long distances, go by train; motor service and complete living equipment are at your service when you get there. For shorter distances, if you prefer to motor, our maps will show you the best routes and our living equipment will take care of you. In addition, we believe there are good reasons in favor of parking your car at the entrance and availing yourself of our scenic bus tours."

Instead of treating the bus and privately owned automobile as a deadly competitor in every field, this program plainly is an endeavor, on the one hand, to sell train service where it can logically be sold and, on the other, to capitalize motor traffic wherever possible. No longer will steel and concrete highways be considered as stern and irreconcilable competitors. Sanely enough, Union Pacific, for one, recognizes in its present advertising that both have their place—and that both can be utilized in producing revenue.



THE MOST RESPONSIVE HEALTH MARKET



(No Cures Accepted.)

..... the spear-head for
sale of foods having nutri-
tive qualities which can be
proved by analyses and
tests made by the Physical
Culture Institute of Nutri-
tion, Ira D. Garard, Profes-
sor of Chemistry, Rutgers
University, Director

..... a fine medium for
sun-lamps, exercisers,
soaps and dentifrices

PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES *Live* BY IT

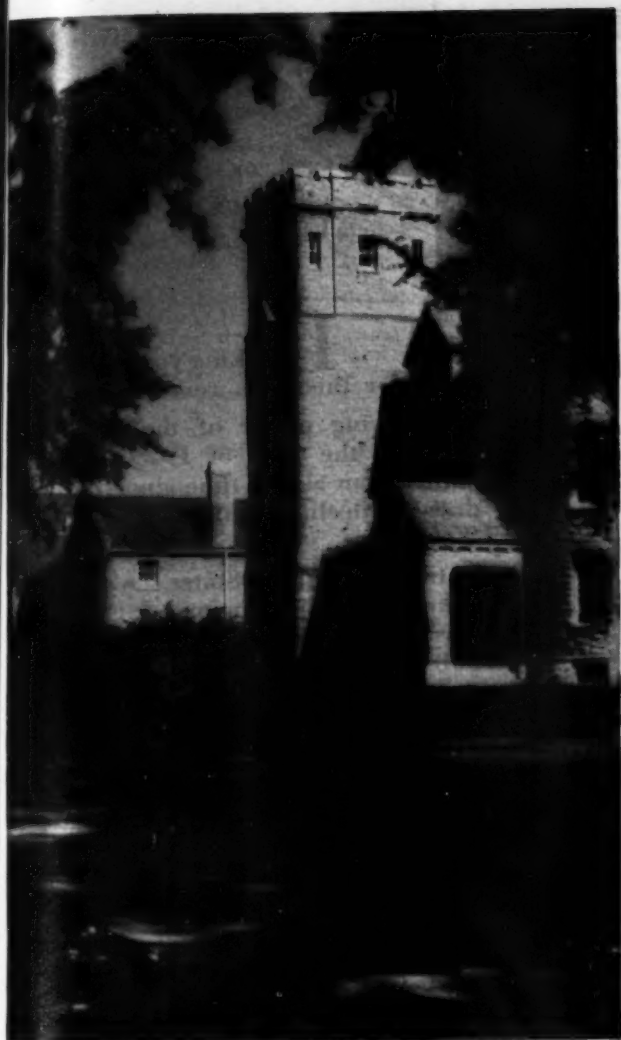


What about this Student Market?

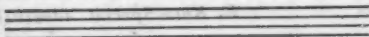
College, prep school and high school . . . Millions of young men and women here who buy just about every known commodity. In age they range from fifteen to twenty-two. They stand at the threshold of their buying life . . . a cool half century of buying power ahead of them.

Very much a part of their lives is this magazine . . . College Humor. They regard it as distinctly their own. And so it is, for it is carefully built up out of their own colorful lives. What about this student market? Millions of young men and women here awaiting your message. Place your advertising before them in College Humor and watch their warm enthusiasms multiply your sales.

College



Humor





IN making your sales plans for this year, remember:

The buying power of the farm dollar at the close of 1929, was higher than at any time since the drastic decline following the World War.

In twelve Southern States the estimated CASH farm income for the season 1929-30 was \$100,000,-000 MORE than the previous year.

In this market **SOUTHERN RURALIST** is—



FIRST in total circulation
FIRST in editorial merit
FIRST in coverage in the group of states comprising the highest farm values.

SOUTHERN RURALIST

Serves Every Interest of the Farm Home
ATLANTA, GA.

NATIONAL ADVERTISING REPRESENTATIVES
E. Katz Special Advertising Agency

Inland Press to Inform Chains of Waste in Free Publicity

Publishers' Committee to Point Out Economic Angle

THE use of free publicity is a fundamentally uneconomic means of distributing the news of private enterprise. It is therefore a policy decidedly inconsistent with the principle upon which the success of the chain-store movement is founded.

This viewpoint on the chains' use of publicity, outlined in a report by J. N. Stonebraker at the convention of the Inland Daily Press Association at Chicago last week, will be called to the attention of the National Chain Store Association as the result of a renewed consideration of the subject. Mr. Stonebraker, who is co-publisher of the Webster City, Iowa, *Freeman-Journal*, was appointed chairman of a committee for this purpose. Institutional advertising will be presented as the sound solution to the chains' problem of placing information on their programs and policies before the public.

It was pointed out by one member that an understanding on the question becomes especially timely by virtue of the emotional upheaval in behalf of independent dealers being brewed by the broadcasting of Mr. Henderson of Shreveport, La. Mr. Henderson and his Merchants Minute Men are admittedly arousing a great amount of public sympathy. The chains, it was felt, would therefore welcome exposition of what the publishers sincerely believe to be the most effective method of reaching the bestirred public with their side of the case.

A similar, though less definitely lined out, proposal for a conference with chains on publicity was adopted at the October meeting of the Inland association, following the receipt of information that the chain-store group had appropriated a large sum of money for publicity purposes. This was officially denied and the matter was dropped by the publishers. Mr. Stonebraker noted in his report, however, that

the chain association maintains a publicity bureau which is sending out news releases and that practically all the individual chain operators are likewise relying exclusively on publicity as a mode of institutional expression.

He cited written expressions on the subject by chain-store executives as an indication that the avenue toward an understanding is open. Letters had been addressed to presidents of all the leading chains asking for their opinions on publicity. In several instances the recipients had turned the letter over to their public relations directors for reply. Suave, sometimes petulant, protestations of the news value of publicity releases resulted. Where the presidents themselves answered, however, the tendency toward open-mindedness was unanimous.

In the discussion that followed the report, H. L. Williamson, secretary of the Illinois Press Association, suggested that the committee could do its best work by conferring with the publishers themselves. In support of this opinion he related a call at the National Chain Store Association headquarters made in behalf of the Illinois association to talk over this same subject.

"After all, we are business men," he was told by a representative of the chain organization. "We wouldn't be spending money to send out publicity if we weren't getting it printed. And," leading the way to a huge file of clippings, "we are."

While the general opinion was that the skirts of Inland members are comparatively spotless in the matter of printing publicity, the function of the committee was broadened to include supervision over all matters of free publicity affecting members of the association.

The possibility of another problem arising from the chain-store

situation, this time from the other side of the fence, was advanced by Fred Naeter, co-publisher of the Cape Girardeau, Mo., *Southeast Missourian*. He pointed out that the Henderson campaigning for the independent merchant may result in a backwash for the newspaper publisher. "In our city," he reported, "independent dealers are substituting agitation for merchandising. During the month of January they cut their newspaper advertising expenditures on an average of 15 per cent, apparently on the strength of what the appeals to public sympathy from radio station KWKH might accomplish in the way of bringing them business."

In the annual elections, E. H. Harris, of the Richmond, Ind., *Paladium*, was unanimously re-elected president. By a similar vote, Fred Schilplin, St. Cloud, Minn., *Times*, and Wil V. Tufford, of Clinton, Iowa, were re-elected first vice-president and secretary-treasurer, respectively.

Other vice-presidents are:

A. R. Alloway, Oshawa, Ontario, Canada, *Times*; A. G. Hill, Ft. Collins, Colo., *Express-Courier*; E. S. Mitchell, Paducah, Ky., *Sun*; H. F. Kendall, Mattoon, Ill., *Journal-Gazette*; Helen L. Bratton, Fairbault, Minn., *News*; Fred Naeter, Cape Girardeau, Mo., *Southeast Missourian*; A. G. Smith, Hastings, Nebr., *Tribune*; H. S. Davies, Minot, N. D., *News*; Gordon K. Bush, Athens, Ohio, *Messenger*; Charles H. J. Mitchell, Huron, S. D., *Huronite*; and Mark Byers, Two Rivers, Wis., *Reporter-Chronicle*. John Redmond, Burlington, Kans., *Republican* and John Norton, Escanaba, Mich., *Press*, were re-elected vice-presidents.

There were three expired terms on the board of directors, which is composed of nine members. T. O. Huckle, Cadillac, Mich., *News*; A. O. Lindsay, Quincy, Ill., *Herald-Whig*; and C. R. Butler, Mankato, Minn., *Free Press*, were appointed to three-year terms to succeed themselves.

Six new members were accepted, bringing the total enrollment of the association to 257 newspapers.

The Powell Knitting Company, Philadelphia, Automatic and Beacon Sox, has appointed the James G. Lamb Company, advertising agency of that city, to direct its advertising account.

Atlantic Coast Line Launches Centennial Campaign

IN a series of four advertisements, the Atlantic Coast Line Railway, which has served the South for 100 years, is calling attention to its centennial. It is using every daily and weekly newspaper along its line in the territory which it serves—270 in all.

The first advertisement traces the 100 years of service which the railroad has rendered and shows how the line was built up from a fifty-nine mile railroad serving Virginia to 5,153 miles of road in Southeast Virginia, the Eastern Carolinas, Georgia, Florida and Southeast Alabama. The copy is placed on a background of old parchment which resembles the original charter. At the top, there are reproductions of the first train and of the most recent, under which is a picture showing the ghosts of the original builders watching a modern train rush over a causeway.

The second advertisement takes up the history of the people which the railroad has served and pictures them in a panel across the top of the page. The third details the progress which has come to the various sections of the country served by the railroad and compares, in pictorial form, the different means of transportation which the railway replaced.

The last describes the present railroad "family" and tells of the spirit of service which has been built up over the period of 100 years. Against a background of a railroad terminal, each department of the road is represented by a distinctive type of individual.

The advertisements, which are all the same size, appear in four-column, 154-line space. The first appeared on the date of the founding of the road, February 10, and is being followed by the rest at intervals of one week.

In addition, a booklet has been made up called "The Story of the Coast Line" and is being distributed by station agents.

Omaha Bank Clearings Beat 10-Year Record

Beating a 10-year record, Omaha forged ahead in bank clearings to twentieth place among the cities of the country for the week ending February 8, according to a report of Bradstreet's to the Chamber of Commerce Friday. For the week before Omaha was in twenty-first place. Usually Omaha is twenty-third or twenty-fourth in clearings.

This clipping
continues the
sweet story that

has been strummed in Omaha's ears for some time by its bank clearings.

Rank twentieth in bank clearings, although thirty-third in population!

For over three months this western metropolis has boomed ahead of the country's "big" cities in percentage of weekly bank clearings increase . . . in fact, but a handful of large cities—three or half a dozen or so—have reported any increase at all, and Omaha has been consistently in that handful . . . now and then Omaha led the whole list . . . once only, if memory serves, has Omaha shown a slight loss, and that week every city lost!

It is a significant record! And it helps, too, that any advertising job in Omaha can be done by one paper alone—by

THE WORLD-HERALD

Nebraska's Home Newspaper

JANUARY DAILY NET PAID

128,545

JANUARY SUNDAY NET PAID

124,730

O'MARA & ORMSBEE, Inc.
National Representatives

New York

Chicago

San Francisco

Detroit

Los Angeles

Let Copy Writers Sign Copy? I Should Say Not!

(Continued from page 84)

"Mr. Artzt says that Quaker Puffed Wheat is shot from guns."

Mrs. Dough may wonder how much they paid this Artzt person to say they were old-fashioned ovens. Maybe they use steam kettles after all.

And does Mr. Artzt know they really shot that wheat from guns? Did he merely sign the statement they had prepared for him and pocket the money "for his favorite charity" . . . or did they shoot the guns at him?

No, that way does not salvation lie.

Dudley Nichols, having a following, can write an article about the Hamilton watch—if the Hamilton Watch Company says—"See what Dudley Nichols says about our watch." Elbert Hubbard once in a while boosted some laundry or undershirt—because he had a following that was interested in his reactions to undershirts.

But as for capable copy men like Giellerup, Feland, Getchell, Lennen or Whittier—their following is composed of clients who watch sales sheets, and those sales sheets reflect the blind enthusiasm of consumers who believe what they read.

God forbid that we should turn to the stage and screen for our precedents. The egoism of the actor has no place in sincere advertising. Let's not forget that the Greek word for actor was "hypocrite." But if we should decide to follow movie technic—why not follow it?

Art work by McClelland Barclay
Layout by Gerald Page Wood
Typography by William Malone
Space by Howard Sayre
Research by Ino Facts
Headline and key copy by Mac Artzt
Actual copy by A. Hacque
Engravings by Dotter & Co.
Electrotypes by Pressem, Inc.
Testimonial obtained by Hi Jacquer

Then we'll have another element to be added to the slug, trademark, border and logotype!

A large body of sincere and

earnest members of reputable agencies, with the aid and comfort of the better publishers and the National Better Business Bureau, has emphasized the self-preserving need of truth and sincerity in advertising.

Perhaps bull market newcomers to agency ranks haven't learned what we suffered in the hot thick of the battle, but few will be so myopic as not to see the need of what we fought for and won—a reasonable amount of Truth in Advertising.

A large number of people believe what they read in the advertisements. Let's keep them in that happy frame of mind.

Pacific Coast Gas Association Plans Year's Campaign

The Pacific Coast Gas Association, which has completed a six-month test campaign on co-operative advertising, started a twelve-month program, beginning this month. Outdoor, radio and business-paper advertising will be used to carry the message of "Gas, the modern fuel" to home and industrial consumers throughout the Pacific West.

This campaign is being directed by the Hamman-Lesan Company, San Francisco advertising agency.

Appoints Donahue, Coe & Mayer

Harris, Upham & Company, New York, have appointed Donahue, Coe & Mayer, Inc., advertising agency of that city, to direct their advertising account. Newspapers, financial mediums and general magazines will be used.

Heads Waukesha, Wis., "Freeman"

H. A. Youmans has succeeded to the presidency of the Waukesha Freeman Printing Company, publisher of the Waukesha, Wis., *Freeman*, following the resignation of H. M. Youmans.

Has American Fence Account

The American Fence Construction Company, New York, Afco fences, has appointed Donahue, Coe & Mayer, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

With Southern Pacific

William G. Wilde, formerly advertising manager of the Montgomery Ward & Company store at Oakland, Calif., has joined the San Francisco advertising staff of the Southern Pacific Railroad.

Feb. 27, 1930

PRINTERS' INK

137

ANNOUNCING THE ORGANIZATION OF

COLOR PHOTOGRAPHY INC.

A NEW NAME FOR A PROVEN SERVICE



JOINING TOGETHER
AMERICA'S TWO MOST IMPORTANT
FACTORS IN THE FIELD OF
COMMERCIAL COLOR
PHOTOGRAPHY

W. O. FLOING, INC.
NEW YORK CITY

FIDELIS HARRER, INC.
CHICAGO

TO SERVE



COLOR

PHOTOGRAPHY

INC.



THIS announcement of the association of W. O. Floing, Inc., of New York City, and Fidelis Harrer, Inc., of Chicago, forming a single organization for the production of Commercial Color Photography, is of unusual importance to the advertising world.

In New York City, several years ago, Wilfred O. Floing gathered around him a group of scientists and color specialists. After constant research and experiment along technical lines, coupled with the ability to inject a distinct art atmosphere into his productions, Mr. Floing has been able to bring color photography to its present established and rapidly expanding position in the field of advertising and selling.

In Chicago, another group has been striving along similar but perhaps more commercial lines, and has achieved a notable success under the guidance of Fidelis Harrer. Gratifying progress has been made in developing camera processes providing for easy, economical and faithful colorplate reproductions.

These two organizations now have been combined under one management, and distinct advantages are thus made available to present clients and those who soon will begin to

RVE PROGRESSIVE ADVERTISING

R COLOR Y PHOTOGRAPHY INC.

utilize color photography in solving many difficult sales and advertising problems.

Color Photography Inc. comes into existence as the largest, best equipped and most effective organization in the world for creating and producing commercial color photography for those advertisers and agencies who desire always to obtain the utmost realism in physical appearance of product or illustration in colors.

Separate offices and complete producing studios will be maintained in New York and Chicago at present addresses. Request for representative may be made by letter or telephone to

COLOR PHOTOGRAPHY INC.

W. O. FLOING, INC.
11 East 47th Street, NEW YORK CITY
Telephone Wickersham 2836

FIDELIS HARRER, INC.
154 East Erie Street, CHICAGO, ILL.
Telephone Whitehall 7696



—and common sense.

[The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients.]

MULHENS & KROPPF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — — '28 '29 '30
THE TEXAS COMPANY, <i>Texas Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29 '30
BRILLO MANUFACTURING COMPANY, INC., <i>Brillo</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29 '30
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29 '30
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29 '30
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29 '30
G. CERIBELLI & COMPANY, <i>Brinchi</i>	1927 '28 '29 '30
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29 '30
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29 '30
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29 '30
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29 '30
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29 '30
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29 '30
A. & M. KARAGHEUSIAN, INC., <i>Rugs and Carpets</i>	1929 '30

Hanff-Metzger

Incorporated

Advertising

Organized 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

HANFF-METZGER of California, Ltd., 450 Western Pacific Bldg., Los Angeles, Cal.

Black Sheep and White in Exporting

THE tendency among American manufacturers who are engaged in exporting is toward the establishment of assembling plants and complete manufacturing plants inside the "tariff walls" of foreign countries, Henry C. Flower, Jr., head of the international department of the J. Walter Thompson Company, told the Technical Publicity Association, New York, at its February dinner.

America, said Mr. Flower, had demonstrated to the world—consciously or unconsciously—that protective tariffs foster national prosperity; and now other nations may follow the American example.

"An American manufacturer enters the export field, and, after overcoming the difficulties of advertising and of getting distribution in a given country," Mr. Flower said, "suddenly finds himself confronted with a new problem—a new tariff law. He finds that the country aims to protect its own industries, or to foster the establishment of new industries that will give employment to its people. Generally, the answer to his tariff problem is to transfer at least a part of his manufacturing activity to that country. Because the duties are highest on finished products, his most economical course is to ship his product into that country in a semi-finished state and finish or assemble the product within the country."

There have been, Mr. Flower explained, some interesting applications of that idea. In one instance, a manufacturer of toothpaste, finding that the duties were highest on finished and packaged products, adopted the plan of shipping the product and its tubes separately, and then packaging the paste abroad. In the automotive industry, in some instances, high duties are aimed at bodies, especially the bodies of trucks. Accordingly, some American manufacturers ship their chassis without bodies, and then build the bodies abroad.

But even the difficulties of tariffs, Mr. Flower pointed out, do not detract from the advantages of an export business, well established and well conducted. Exporting, he emphasized, however, is not a hit-or-miss activity, nor an expedient to adopt sporadically at times when conditions render domestic selling more difficult, and then to neglect when goods again are moving easily at home.

For manufacturers who contemplate export business, the speaker offered two general suggestions:

1. Separate the sheep as to black and white. It is wrong to think of the foreign opportunity as "one, big, world-wide market"; for conditions vary widely. Thus, \$5,000 spent for a certain kind of advertising for a certain product in Brazil might produce gratifying returns; and the same amount spent in relatively the same way in Australia might produce nothing. First, survey each national market as to competition to your product, as to mediums, as to packaging, as to buying habits of the people. Investigate such questions as to whether your product's name, etc., are adaptable to the foreign tongue.

2. Appoint your foreign selling agents with care. Very likely you will find it best to follow the present-day trend and establish your own branch offices and assign to each branch a home-trained man. While it is true that, in some countries, the natives criticize American manners, yet American methods, compromised perhaps to fit local tastes, will sell American goods—such details of American method, for instance, as frequent calls on prospects, thorough presentation, and the constant and consistent use of sales-help literature. Despite the fact that the natives will say that art is not important, that copy isn't read, and that the only way to gain attention is to use big type, yet American technic applied even to advertising—to the ends of good art and good copy—will create business.

"In fact," said Mr. Flower, "it frequently has been demonstrated that good advertising, in the American technique, is more effective abroad than it is at home."

Linking Collection Letters to Policy

KATZ & BESTHOFF, LTD.
PHARMACISTS
NEW ORLEANS

Editor of PRINTERS' INK:

We intend revising our series of collection letters at an early date. We understand that you have a series of articles which would prove very valuable, and would help us to get up a most effective series. We would therefore appreciate your letting us have these articles which we would return to you if you so desire.

KATZ & BESTHOFF, LTD.,
ROBERT A. KOTZWITZ.

IN recent years there has been a change of attitude in regard to bad debts and the manner of collecting them. Formerly it was the habit to wake up suddenly to the fact that the books showed an undue percentage of uncollected accounts and then to go after delinquents with a bludgeon. It is now recognized that the granting of credit and the collection of debts are not separate activities, but should be definite parts of the whole merchandising policy, closely linked to both the advertising and selling plan.

A balanced merchandising policy insures, in the first place, that an undue amount of credit will not be given, but that if, owing to sudden depression or unexpected circumstances, delinquencies occur, the possible loss will be minimized. Customers readily fall into categories—those that won't pay, and those that can't pay. It follows that all overdue accounts cannot be treated on the same basis. It is recognized that under our competitive system a seller is forced to compete for payment as well as orders. If a customer has many debts and only so much money, he will naturally give preference to those creditors who handle him without offending his pride or his self-respect.

It is therefore recommended that overdue accounts be carefully analyzed and divided into classes. The sending out of suitable collection letters is often the last step in a process of preparation. The

selection of the right kind of letters is a task in itself. Some debtors will respond to humor, diplomacy, or gentle reminders, while others will require more vigorous messages.

The PRINTERS' INK Publications have repeatedly shown how these questions are dealt with by different kinds of creditors, including bankers, manufacturers, wholesalers, department stores, and small retailers. A list of more than sixty articles throws light on the collection problem in all its various phases. Any creditor would do well to inform himself on the principles involved before preparing his letters.—[Ed. PRINTERS' INK.]

Rises to Champion Expectant Fathers

Douglas V. Martin, Jr., manager of publicity of the St. Louis *Globe-Democrat*, is the author of a humorous book recently published by The De Voss Publishing Company under the title of "Expectant Fathers, Their Care and Treatment."

In his book Mr. Martin pleads for a new type of hospital, a paternity hospital, where expectant fathers may be assured of comforts and considerations similar to those offered expectant mothers in hospitals. The author qualifies as a champion of expectant fathers by reason of his experience in having two sons.

Appoint Whipple & Black

The advertising account of the Associated Community Stores, a co-operative chain in Cincinnati and vicinity, has been placed with Whipple & Black, Inc., Detroit advertising agency. The Whipple & Black agency is also handling the advertising accounts of William Schner & Sons Company, packaged meats, and Ramm & Company, real estate, both of Detroit.

American Thermos Net Shows Gain

The net profit of The American Thermos Bottle Company, New York, for 1929, amounted to \$332,489, after Federal taxes and other charges. This compares with a net profit of \$226,393 for 1928.

Appoints McClure & Wilder

The Borden Company, Warren, Ohio, Beaver pipe cutting and threading tools, has appointed McClure & Wilder, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

. . . into the homes!

The San Francisco News carries more local grocery advertising than any other San Francisco newspaper. Compare these January lineage figures, checked and certified by Media Records, Inc.:

Local Grocers

THE NEWS (6 days) . . .	36,553
Call-Bulletin (6 days) . . .	26,825
Examiner (7 days) . . .	22,701
Chronicle (7 days) . . .	2,844

Leadership! Not only in grocery lineage but in miscellaneous accounts directed at the home owner. The reason? The News is San Francisco's home newspaper. And more than 84 per cent of its 88,466 circulation is concentrated in San Francisco. Investigate . . . and you too will invest in The News.

THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
. . . OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

An Industry Solves Its Merchandising Problems

How Good Merchandising Is Saving the Florida Citrus Crop

By Wm. A. McGarry

REPORTS sent out to members recently by the Florida Citrus Growers Clearing House Association indicate that price yields for the current crop have been averaging about \$1 a box above those obtained in the preceding season. Records from the markets where the crop is being sold, however, show little or no increase in the price paid by the consumer. The difference is traceable directly to a co-ordination of merchandising effort, including the use of co-operative advertising, which enabled growers and shippers as a whole to weather in good condition a series of setbacks that otherwise might have proved disastrous.

Coming from an industry inherently stabilized, the story of what has been done in Florida would be of interest if only as an example of how far co-operation in the widening of markets may be carried in a highly competitive field without curtailing competition. It is doubly significant in view of the fact that citrus growing is subject to the chronic economic ailments of all agricultural pursuits. Moreover, the situation was complicated in this instance—during the first real test of the Clearing House plan—by a Federal quarantine barring the product for a time from

nearly half its natural marketing territory.

In the opinion of its beneficiaries, who comprise more than 80 per cent of the citrus growers of Florida, the genius of this plan lies

in the fact that it draws a sharp line between merchandising and marketing. Both grower and shipper are left remarkably free to choose their own customers and to fix their own prices. Given adequate information as to the movement of the product throughout the consuming territory and the conditions of supply and demand in the various markets, it has been found that the exercise of this choice results in an almost automatic prorating. In most instances it is therefore unnecessary for the

Clearing House to enforce its constitutional powers in this respect.

The Clearing House was formed three years ago after more than twenty years of experiment with various forms of co-operative marketing organizations had failed to attract enough support from growers and shippers to furnish the control which was essential to success. At that time the Florida Citrus Exchange—a grower co-operative marketing organization—was handling approximately 30 per cent of the crop. The Exchange

Sun-ripened, rich in juice...



**Florida
Oranges
and
Grapefruit**

*Bring
Florida's best to you*

*Recognize them by these words
for use and then post*

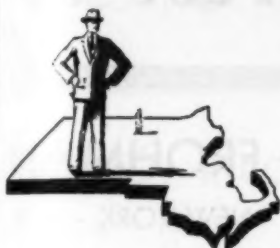
Florida's land of beautiful growth—
offers you the extra taste in the extra
size and variety of her oranges and
grapefruit. Here all season's sun
brings these delicious fruits to their
prime perfection. Good as regular
shower ripening with days of soft sun
their succulence is rich, refreshing and
one glowing globe heavy with golden
succulence. Florida oranges and grapefruit
are unsurpassed in flavor, in weight,
in size, in the quantity and quality of
their juice. They are really recognized by
the distinct of their post. To get the best
in oranges and grapefruit use Florida
Florida Citrus Growers Clearing House
Association, Winter Haven, Florida.



*For Health Drink Orange
and Grapefruit Juice*

*One of the Clearing House's Newspaper Advertisements Featuring Both
Oranges and Grapefruit*

Take Massachusetts for Instance



Advertisers know that to reach the great majority of consumers in Massachusetts they must appeal to the urban population. Because the fact is that 96.7% of the people in that state live in cities and towns, while only 3.3% actually live on farms. There the farm market is a midget and is becoming smaller each year; but . . .

in the Southwest It's Different

The 4,883,723 people who actually live on farms, or 42.7% of the population of Texas, Oklahoma, Arkansas, Louisiana and New Mexico, make up the giant farm market of the Southwest. A rising market, the number of farm families, increases yearly. Their average income is one-fourth larger than that of city families. And 80% of the Southwestern retailers depend on this farm trade for at least 50% of their sales volume.



To Reach This Rich Farm Market

USE

FARM AND RANCH

The Farm paper of the Southwest

Main Office and Publishing House, Dallas, Texas
 Eastern Office, New York, 52 Vanderbilt Avenue
 Western Office, Chicago, 122 S. Michigan Blvd.

The Southwest Farm Market Consists of 1,048,992
 Farm Homes with an Annual Income in Excess of
 3 Billion Dollars.

Of Interest to

LOUIS H. FROHMAN

NEW YORK · N. Y.

Believing that "on-the-spot" merchandising facilities can be of definite assistance to eastern advertisers, desiring to extend their distribution and increase their sales in the great northwestern markets, we are glad to announce the formation of an association with the David Advertising Agency of Saint Paul, Minnesota.

This spread of service toward the west is in addition to our established connections across the Atlantic, with Greenly's, Limited of London, and in Paris.

Louis H. Frohman, Advertising

TEN EAST FORTIETH STREET · NEW YORK

to the Clients of

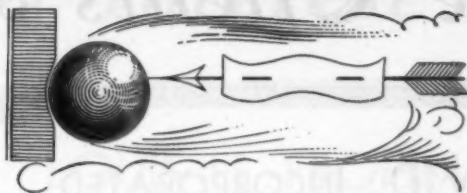
AN
N. Y.
DAVID, INCORPORATED
ST. PAUL · MINN.

We are now pleased to offer our clients an international broadening of our service facilities, through affiliation with Louis H. Frohman, Advertising, of New York, their London associates, Greenly's, Limited, and their direct Paris connections.

The new services include authentic style information at its sources, direct client representation at eastern broadcasting stations, personal contact with distinguished New York and Paris artists, and a complete merchandising service in the east and in European markets.

David, Incorporated

MERCHANT'S NATIONAL BANK BLDG. · ST. PAUL



TO DISSOLVE SALES RESISTANCE

The more frequent phrase, "to break down sales resistance," suggests contest—quite the opposite to that meeting of the minds which makes sales.

Interpretive direct advertising does not challenge to battle. Instead, it dissolves sales resistance by meeting the prospect in the line of his own self-interest and convincing him with a logical interpretation of all the facts in terms of his own benefit and profit.

Its goal is sales. And it removes barriers to that goal quietly and reasonably, not by battering them down about the prospect's head.

We shall be glad to send to executives, upon request, our booklet, *Interpretive Advertising*.

EVANS-WINTER-HEBB *Inc*

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113

CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

does all the work of marketing the output of its members, but it is a member of and co-operates with the Clearing House.

Until the season now drawing to a close the chief problem of the Florida citrus industry was how to avoid the glutting of its markets. This happened even in short crop years because of a tremendous excess packing capacity, and for the reason that one shipper never knew what others were doing. Ordinarily the shipping season runs through six months, but the packing house capacity is sufficient to pack the entire crop in less than thirty days. A report of a high price at auction or by direct sale in any large market resulted in the flooding of that market with oranges and grapefruit, a shattering of prices and losses through spoilage or the excess costs of shipping elsewhere.

To offset this a two-fold membership of growers and shippers was organized. Growers agree to sell to or market through shipper members, and the shippers agree to be bound in their picking, packing and marketing programs by the rules and regulations of the Clearing House. A committee of fifty elected by growers nominates a board of directors, which also is elected, and this board appoints an operating committee of eleven shipper representatives. The operating committee meets each week to determine the amount of fruit to be shipped during the ensuing week.

Archie M. Pratt, who had had fifteen years' experience in marketing problems in California, both as an executive of co-operative organization and as a private grower and shipper, was brought in as general manager. The first move was to bring about standardization of the product, all shippers and growers being required to comply with United States specifications as to grade and pack. This was regarded as an essential preliminary to the advertising program, which was started during the season of 1928-1929. National publications were used during that season and emphasis was laid on the health building values of orange juice.

Since an extraordinary amount of organization work was still going on during the season ending in the spring of 1929, growers did not regard that as a complete test of the Clearing House. It is worthy of note, however, that the crop for that season was the largest on record, totaling 22,000,000 boxes, and while prices were never high they were held well above the low spots of preceding years. Toward the end of the season the Clearing House determined to concentrate advertising in its natural selling territory for the copy of the current season. In addition, the emphasis was shifted to flavor and quality.

Fruit Fly Upset Plans

In the meantime, however, the Mediterranean fruit fly was discovered in grapefruit groves near Orlando, and the Clearing House met its first real test. By the time the shipping season opened last November, many of the marketing problems it had been organized to handle had been completely reversed. A zone quarantine system with three different sets of regulations had been established, and the crop was short, being estimated at 16,000,000 boxes. The problem in some instances was how to get enough fruit to hold markets that had been natural Florida citrus territory for years. In others it was how to avoid glutting the markets, since shipping restrictions in the Southern States limited the crop percentages available for those markets and led to diversion elsewhere.

"Our outstanding effort," says Mr. Pratt, "was the fundamental one of getting widest possible distribution in time and space under quarantine restrictions. Before the season was on, the operating committee recognized that many of the existing regulations were impractical, and a determined and successful effort was made to bring about modifications.

"As soon as restricted shipments became necessary, the Clearing House this season gave orders prorating its members' picking and shipping allotments. The first week

or two its effect was not felt because shippers outside the Clearing House shipped far more than their regular proportion. But the continued allotment to our shipper members and their unfailing compliance with these orders brought about a striking evidence of stability in the grapefruit market which had never before been known at that time of the year.

"The allotment of shipments is far from simple. The total crop must be considered, the time left in which to move the crop, the immediate market, the effect of holding back on the growers, the loss by dropping and the fear that some might hold of cold weather or other contingencies.

"Aside from these general problems we have our individual problems. These are recognized in the form of allotment requests, which are required from each shipper member before the regular Friday night meeting, to indicate what each member wants to ship the following week.

"After having established the total figure that will be permitted to our membership as a whole, the manager must then determine what will be permitted to each of the individual shippers. In reaching his judgment in pro-rating the total back to each individual, the manager, under instructions of the operating committee, takes into consideration the amount asked for that particular week, the proportion that shipper has shipped in the past of the total crop, any *bona fide* indications of increase or decrease in actual probable shipments for the year, etc. Members are also required to notify the Clearing House promptly in case they can anticipate that they are not going to use the full allotment, so that other shippers may have the benefit of taking up the slack.

"The most important thing any shipper can have is an intelligent insight into the selling problem as a whole in guiding his judgment on each individual car as he directs the sales each day through his various agents and customers. For this purpose we require from each of our shipper members a

daily wire analysis of his day's effort, showing the number of cars shipped by varieties and the range of prices realized. Discounts are shown on off sizes, and we require the number of cars going to auction markets and the destinations thereof, and the number of cars rolling unsold for private sale distribution.

"This in turn is put in composite form and issued by wire, the same night, to all of our shippers who are actively shipping. By having this complete picture of prices, each shipper has an insight into the cross section of the combined marketing efforts of all operators that would otherwise be impossible. He is able to measure his own efforts against those who are co-ordinating shipper members of the Clearing House. The waste of useless price cutting has been almost completely eliminated.

"Under the Clearing House plan of marketing, each shipper is solely responsible for his own efforts and is held accountable to his own growers for results.

"Our cars to auction are also now pro-rated. Each shipper has wired his agent in the various auctions instructing him to work under the Clearing House pro-rating plan to be carried out by a joint committee of receivers at these auction points in equalizing supplies from day to day in the auction markets, thereby tending to stabilize prices on the highest level possible.

"Cars are sold by lots to the highest bidders. The only control possible aside from withdrawing, therefore, gets down to the control of the total number of cars to be offered respectively to the various auction markets. Auction prices are public property. Alert members of the trade over the entire United States know within a few hours after each sale the results of auctions. Therefore, auction prices are to a great extent a public price barometer and in turn affect considerably the buying attitude in private sales.

"Even if it were possible to agree upon uniform prices not only in quotation but in counter offers, the agreement would not be bene-

HARPER'S BAZAAR for
April will be the most
beautiful and the most
important fashion mag-
azine ever published

Final reservations
for space are now
being accepted

HARPER'S BAZAAR

FREDERIC DRAKE
Business Manager

ficial if the supplies to auction could not be so positively controlled as to equalize auction returns with private sale returns. Every shipper has the alternative to sell at a price that he can secure from the trade or take the highest bid at auction, and each salesman is constantly weighing auction possibilities in general against private sale offers."

It goes without saying that a co-operative advertising campaign based on the complete and detailed marketing and producing picture outlined above avoids any expenditure of hit-or-miss energy. Advertising was discontinued in the Southern States early in the current season, for example, when quarantine restrictions made shipments to those States low in volume and irregular. It was placed again when modifications of the restrictions were obtained from the Government through the appeal of the Clearing House.

For a considerable part of the season it was necessary for the Clearing House to concentrate its merchandising efforts on the eleven North-Eastern States, to which restrictions did not apply, or were less burdensome. Even with the Southern States open, however, a great deal of time and energy that could be devoted otherwise to the widening of markets is expended in emergency or corrective measures made necessary by the operations of the quarantine.

Despite these limitations, it is evident from preliminary estimates of crop and records of prices obtained to date that the industry as a whole may get more for its 16,000,000 boxes this year than it did last year for 22,000,000 boxes of fruit. What is even more important, the average of quality has been raised through extension and improvement of standardization. Shortening of the average elapsed time between picking and the consumer through more direct marketing made possible by sound merchandising has built up a consumer acceptance, in addition to eliminating losses and reducing costs.

It is therefore possible for the cit-

rus industry of Florida to look forward to a continuously widening market that will have the effect of bringing packing capacity and crop more nearly into line. Some steps already have been taken looking toward an increase of the crop by the restoration of groves abandoned during the real estate boom, and by the planting of new land. The industry is looking also into the foreign field, particularly for its grapefruit crop. Later varieties are being introduced that will keep packing houses occupied over a longer season, and a great deal of research is being done by individual growers and packers in the manufacture of by-products.

The only limiting factor at present is the fruit fly, or rather the dispute over whether or not it has been eradicated. On the other hand, unquestionably the need of a merchandising plan to offset the delays and interruptions and other losses caused by the quarantine has created a degree of co-operation with the Clearing House that could not have been expected normally for several years.

Getting whole-hearted individual co-operation has always been the hardest problem of agricultural co-operatives—chiefly, according to their critics, because an out and out co-operative in which the organization handles the actual sale of the product tends to become a trust, and control falls into the hands of the strong producers.

Under the Florida plan, that menace apparently is eliminated. The Clearing House has authority under its contracts actually to market the entire crop if in the judgment of its members that becomes necessary. But it is so set up that instead of attempting to create new channels of distribution it enables its members to utilize existing ones more efficiently, and to retain their positions as competitive entities. It puts a premium on efficiency even for the small grower and shipper, and thereby keeps the industry vigorous and growing.

R. L. Dunn, Jr., & Company, Los Angeles investment house, have appointed Elwood Robinson, Jr., of that city, to direct their advertising.

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IF you want to see how a scientific article* can be handled so as to make a quick appeal without sacrificing the least ethical flavor or attempting to popularize it, please refer to the February issue of **American Druggist.**

*The Fourth Dimension of Pharmacodynamics.



**AMERICAN
DRUGGIST**



MANY FIGURES—NO FACTS



IN the eighties a publication's circulation was nobody's business. Many publishers resented as impertinent any inquiry as to the number of copies of their particular publications sold. Others were only too happy to furnish information—of a sort. They spoke in millions when the facts were hundreds. Their only limits were set by their shrewd surmises of how much the credulous prospect would believe.

Since there were no exact statistics of circulations available, the relations between publisher and advertiser were founded on suspicion and antagonistic disbelief.

One of the bitterest fights waged by Geo. P. Rowell, the founder of PRINTERS' INK, was his battle for open, honest circulation statements. He commenced the battle almost alone but finished with the support of a great majority of the leading advertisers and publishers. PRINTERS' INK's victory marks one of its greatest services to advertising.

ACTS THE AUDITED STATEMENT



WITH the establishment of the Audit Bureau of Circulations in 1914, advertisers were assured exact, honest circulation statements. The battle, begun by PRINTERS' INK many years before, was won.

Today no advertiser need buy circulation blindly. In the A. B. C. statement he has audited figures, not only in the gross but also broken down into sections of the country. He also has much other helpful information concerning circulation methods, etc. Those publications not members of the A. B. C. are, in most instances, equally scrupulous in telling the true story of what they have to sell.

What of the future? The A. B. C. itself is continually planning to be of more service to the advertiser. Advertising agencies are becoming more exacting in their demands. It is only natural that the PRINTERS' INK Publications, in their capacity as recorders, interpreters and prophets, are publishing and will publish articles designed to make the circulation statement of even greater value to publisher and advertiser.

"I Would Like Your Recommendation As to the Investment of \$15,000."



Here is a request typical of the hundreds received every week by our Confidential Advice Department. Some subscribers seek the best way to invest \$1,000; others ask us to revise lists of holdings amounting to hundreds of thousands. And, of course, the average is somewhere in between.

It is right in this class of reader where your 1930 sales volume will be built up. The man who seeks investment for his surplus funds is your best prospect at all times, for in a crisis he generally manages to keep his head—and incidentally, his money.

THE FINANCIAL WORLD makes it possible for you to reach what is perhaps the most influential group of investors it is possible to find in a single publication. In the Financial World you can tell your story to a selected, wealthy audience of over 80,000—composed of bankers, financiers, brokers, insurance company executives, railroad and public utility officials and successful business and professional men generally.

May we send you a copy—together with the facts?

The FINANCIAL WORLD

America's Investment and Business Weekly

Subscription \$10 per year

MEMBER AUDIT BUREAU OF CIRCULATIONS

53 PARK PLACE, NEW YORK, N. Y.

Walker Sold 500 Dealers Through Visualization

How an Illustrated Portfolio Was Used to Introduce a New Speciality

By Charles G. Muller

SELLING through visualization can hardly be over-emphasized. An outstanding proof of this selling power of visualization is the success of the Walker Dishwasher Company in getting over the story of a new cabinet specialty washer and signing up 500 dealers in three months.

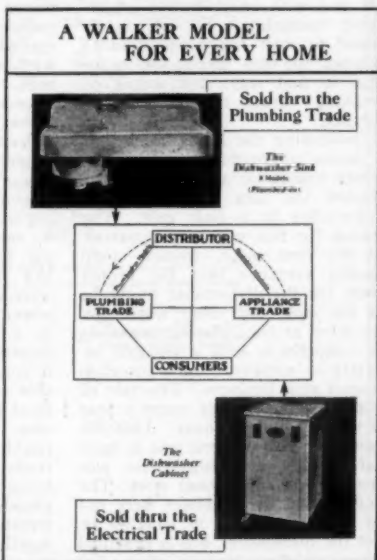
According to president C. M. Snyder, the Walker company about a year ago wanted to see if there was a market for a dishwasher in cabinet form to be sold through the appliance trade. Distribution through plumbing and building channels was taking adequate care of production, but the company felt that a building depression might conceivably slow up sales too greatly. Having built up a supplementary market with a cabinet model—for sale as an appliance similar to clothes washers and vacuum cleaners rather than as a built-in fixture—special sales effort could be diverted from one market to the other as conditions in either field warranted. This procedure would insure a more even sales curve.

The tackling of the dealers who would be proper outlets for the cabinet model presented a difficulty in that a good deal of explanation was necessary to make clear why the company was going into the appliance field and also to show the dealer why it would be profitable for him to carry the new model 115.

A portfolio of pictures was worked out as the solution of the difficulty, each picture presenting one concrete fact in readily understood language.

Before explaining details of the

portfolio and observing how it works, it is necessary to look over the background of the situation which the pictures were designed to meet. In essence the background, as outlined to appliance dealers themselves—so that they



One of the Pages from the Portfolio Which Walker Salesmen Used to Visualize Their New Model Sales Story

would fully appreciate, and be receptive to, the company's new step—is this:

"Back in 1924, after we had sold a domestic dishwashing machine through the electrical trade channels with some fair degree of success, it became apparent to us that the industry as a whole was not moving forward as fast as we would desire. We saw other manufacturers come and go—each add-

ing a little impetus to the general business, but not sticking. We determined to make a thorough analysis of the situation and it was at once apparent to us that we really had no problem that had not been faced by the automobile industry, the washing machine industry, and other allied lines. It was a question of finding good manufacturers who would stick through the pioneering period and put the idea across. A great many of the earlier manufacturers were not financed strongly enough to do a spectacular job by means of costly sales methods and with an unlimited advertising campaign. So we determined to wait for competition to help sell the idea, and in the meantime to find ways and means of breaking down the market resistance.

"Following the latter course, as a means of overcoming the consumer resistance at that time, we created the idea of placing the dishwasher in a sink unit. The reason for this was very apparent. In the first place, women could readily visualize that the proper place for the dishwasher might be in the sink, but more important, we were at once placing ourselves in competition with a gigantic industry—namely, the porcelain enamel sink business. The sale of kitchen sinks in this country was already totaling over 1,000,000 units per year. Here was a market already established—no pioneering—no educational work. The builder and the architect were not so much interested in whether or not the dishwasher was a practical thing, as they were in the point that it would prove a sales and rental appeal for their houses and apartments. We determined that if we could put sufficient thousands of machines in use through this medium, we would go a long way toward breaking the backbone of consumer resistance.

"After a couple of years of this work, it was evident that our theory was sound, due to tremendously increasing inquiries from women and electrical dealers all over the country. These sinks, naturally, were sold through the

plumbing trade and we consequently were out of the electrical field for that period. As a result, we began to get an increasingly insistent call from electrical dealers, central stations, etc., for something they could sell. We, naturally, were delighted at this result and at once began to design a machine which would be practical for the electrical trade to handle.

"We proceeded very cautiously in the development of the machine which is now being offered, model 115 cabinet. We decided to answer in this new model a few minor points which we felt were sufficiently important to receive special attention. In the first place, we have always believed and have been backed up by domestic science experts in our conclusions—that the most successful domestic dishwasher was the one directly connected to hot water and drain pipes. This made mechanical dishwashing simply a question of pushing a switch and turning a valve—no carrying of water and no moving about of the machine itself. We recognized, however, there were some homes and certain cases where it was impractical to plumb-in a machine. Consequently we determined to develop model 115 so it could be used either as a portable or plumbed-in machine. The most important factor in this decision was that such a machine could be sold through electrical trade channels without necessarily being forced to deal with the plumber. This was naturally interesting to us as we wanted the merchandising ability of the electrical trade behind our product.

"Secondly, we considered the appearance of the machine of vital importance. Any mechanical product of this nature which a housewife would want in her kitchen should be an asset as a piece of attractive kitchen furniture. Our firm belief now is that we have answered the old home market for dishwashers with the new cabinet model."

Having thus outlined the situation to the prospect in sufficient detail to convince him that the company is submitting its new model

Columbus Retail Merchants Define THEIR Market



These are cities and towns in the Columbus Retail Trade Area from which Columbus Stires derive a substantial and profitable volume of business.

COLUMBUS RETAIL MERCHANTS ASSN.

Trans-Ohio
Frank B. Dickins, Manager

More Than...

75%

of the Dispatch total net paid daily circulation is concentrated in the circled cities and towns on the above map, offering a coverage of 1 paper to every 2 homes.

More Than...

88%

of the Dispatch total net paid daily circulation is concentrated in the 29 counties that form the Columbus Market, offering a coverage of 1 paper to every 2.7 homes.

Columbus Dispatch
OHIO'S GREATEST HOME DAILY
Circulation 125,513 Net Paid

National Representatives

O'MARA & ORMSBEE, Inc.

New York Chicago Detroit
Los Angeles San Francisco

on the basis of practical experience over many years, the portfolio takes its place before the dealer. It consists of twenty-three separate pages 9 by 13 inches, printed and illustrated, each graphically presenting a single, concrete idea which tells a progressive story.

The first starts the story by picturing a Walker dishwasher above a photograph of a suburban section toward many of whose homes arrows point. While the dealer is taking this in, the salesman explains that the vital fact for him to consider is that the company has developed a complete line of machines—sufficient models to meet every situation. In addition there are many instances, like the one shown, says the salesman, where more Walker dishwashers have been placed per capita than probably any other single appliance. It also is interesting, he emphasizes, to note on the bird's-eye view that the arrows in a great many places point to groups of two or three adjoining homes—visualizing the value of word-of-mouth endorsement.

Having given the prospect time to absorb this first photograph, the salesman takes it away and leaves number two for him to look at. Then follow number three, four and so on, each picturized idea being accompanied by a verbal explanation of the sheet—in reality a very carefully planned sales talk rather than a mere explanation. Step by step the dealer is shown the successful reception of dishwashers, the possibilities of the market for the cabinet model, and the net profits available to him in this line due to low service costs per unit.

At this point, so that there can be no later misunderstanding, the company visualizes for the dealer its methods of distribution. A plumbed-in sink is shown, to go from distributor to plumbing trade to consumer. Then a portable cabinet model is shown to go from distributor to appliance trade to consumer. The salesman explains why the lines are kept separate and he also points out that the dealer will be compensated for any

consumer prospects he turns over to the company for plumbed-in model sales. Emphasis is laid on the fact that the company wants to visualize the two divisions in its line so they will be clean-cut and readily understood.

Showing the Difference Between Markets

The next picturization further shows the difference between the markets served by the two types of dishwasher. New construction stands on one side; on the other is shown a suburban residence, and the point is made to the cabinet model prospect that "approximately 18,000,000 wired homes are your prospects!" It is there in print. The dealer's eyes see it, and his mind grasps it easily.

After the endorsements of "every well-known household testing laboratory" have been visualized for the prospective dealer, testimonial letters are shown in type so that he may read for himself what housewives think of the product. This is immediately followed by picturization of the part architects and builders have had in distributing Walkers.

So the story continues to an explanation of what the company itself does to help dealers sell to the markets that have been outlined. These helps are listed under seven numbers. National advertising, sales literature, display signs, kitchen planning department, time payment plan, consumer portfolio, and personal sales help are on this list, and then at the bottom of the page is an addition—"but chiefly a good product." Each of these helps then is pictured individually so that the dealer will have impressed in his mind exactly what he will get, instead of having the names of the helps go in one ear and out the other.

"After giving the dealer the merchandising outline indicated by the pictured pages," says Mr. Snyder, "our salesmen described the cabinet model in detail and added their story of the co-operation offered by our company. They then got down to brass tacks and talked about prices, discounts and

SHOW ME

the

classified pages

Out of a maze of charts, analyses and what not, an advertiser or a prospective advertiser is more than apt to apply the most homely test of them all—the classified ad test. Experienced advertisers know there is no more revealing yardstick. ¶What does this vital gauge show in the case of Textile World? During the year 1929 Textile World published 2,304 paid ads in its Searchlight Section. Do not take the nearest competitor. Take *all* the competing papers—total up the classified ads—Textile World has more ads of this nature than all these papers combined! ¶Study Textile World's editorial pages—study the advertising pages . . . it is not hard to determine why Textile World is a habit with more than 800 industrial advertisers.

Textile World

BRAGDON, LORD & NAGLE

Division of

McGraw-Hill Publishing Co., Inc.



Tenth Ave. at 36th St.
NEW YORK



The Gateway to Spanish-America

Is here in New York!

For it is here that personnel for this "Two Billion Dollar Market" is exchanged and trained; that financial and credit arrangements are planned and made. It is through the Port of New York that most shipping is routed, that travel passes. Central and South American style, cultural and educational trends further indicate this strategic position.

And Spanish-speaking population increases here prove it!

This exchange and training of personnel, this educational and cultural trend, this seeking of style has developed a colony of over 100,000 Spanish-speaking individuals. This colony renews itself, completely, every four years and has shown a steady annual growth of over 10%.

This colony represents a \$250,000,000.00 market.

It maintains a balance of over \$80,000,000.00.

In addition, 35,000 to 50,000 Central and South American business men and executives come here at least once a year and stay on an average of over three months.

The cumulative effect of these visitors and this colony on Spanish-speaking markets cannot be overstated. One La Prensa advertiser reports a \$1,000,000.00 mail order business with Central and South American nations. Steamship firms show increasing travel, increasing shipping year in and year out. Greater investments are being created every year by far-sighted concerns.

The prestige and influence of La Prensa on this vast interrelated market is definite and growing. Its position and possibilities can be used to good advantage by every international concern. Information on any phase of this unique and strategic daily newspaper will be gladly extended.

The cream on the milk is in the neck of the bottle!

LA PRENSA

A Purposed Institution

Members of A. B. C., A. N. F. A., F. A. N. Y. C., and Assoc. Press

245 Canal Street

New York City

Advertising accepted from principals or recognized agencies only

an order. They pointed out that our earnest desire is to have the dealer grow and expand with this new appliance rather than to have him take a too-large initial order.

"The use of such a sales portfolio varies. The opportunity does not always present itself to go through the full presentation from cover to cover. But by placing it on the dealer's desk, our men found in their general discussions with the prospect that they could refer to certain pages in it to answer any questions the dealer asked. The psychology of showing the prospect in this manner how thoroughly one has gone into the subject, makes the use of such a graphic portfolio well worth while.

"There is no doubt that a pictorial presentation such as this, backed by intelligent talking on the part of the salesman, actually requires less time to tell a rounded sales story than is the case where no pictures are shown. For the prospect is given only one idea at a time to study, and that one is allowed to register so that there is little resultant confusion of ideas, and the salesman does not have to repeat parts of his story later to clear up fogged points.

"Simply, pictures tell the story. In our case they helped us in three months to sign up 500 dealers and to put us into a market which was of decided importance in keeping our sales curve adjusted during the latest low ebb of building. For when plumbed-in washers found a weak market, we were able to put pressure on the cabinet models to compensate."

To Direct Colgate-Palmolive-Peet Sales in Canada

E. L. Little has been appointed general sales manager of the Colgate-Palmolive-Peet Company, Ltd. and will direct sales of Colgate-Palmolive-Peet products in Canada. Mr. Little, who has been assistant sales manager, succeeds A. D. Rettinger, resigned.

Appoints Dyer-Enzinger

The Glens Falls Manufacturing Company, Inc., Glens Falls, N. Y., portable bridge tables, and other domestic specialties, has appointed the New York office of the Dyer-Enzinger Company, Inc., to direct its advertising account.

Underwood-Elliott Has Big Gain in Net Income

The consolidated report of the Underwood-Elliott Fisher Company, New York, including equity in net income of non-consolidated affiliated and subsidiary companies for 1929, shows a net income of \$7,363,377, after charges and Federal taxes. This compares with \$4,854,339, for 1928.

Joins Whitten Agency

Mons H. Osterberg, formerly with the United Shoe Company and, more recently, engaged in free lance art work, has joined the production staff of Edmund S. Whitten, Inc., Boston advertising agency.

Eric T. Lifner, formerly assistant production manager of the Whitten agency, has been made special assistant to E. S. Whitten, president.

Appointed by "Good Furniture and Decoration"

Edward T. Kirby has been appointed business manager and Harry V. Anderson, advertising manager, of *Good Furniture and Decoration*, New York. Mr. Anderson was formerly a member of the advertising staff of *The Architectural Forum*, also of that city.

To Represent Connersville "News-Examiner"

The Connersville, Ind., *News-Examiner* has appointed Prudden, King & Prudden, Inc., publishers' representative, as its national advertising representative. This appointment is effective March 1.

Beaumont & Hohman Open Office at San Antonio

Beaumont & Hohman, advertising agency with offices at Los Angeles, San Francisco and Kansas City, have opened an office at San Antonio, Tex. Paul H. Leech is manager.

Wilson Agency Advances J. J. Haight

J. J. Haight, for the last two years with Howard C. Wilson & Associates, Inc., Hartford, Conn., advertising agency, has been appointed secretary and production manager.

Phil Walker with Montgomery Ward

Phil Walker, for the last two years with *The Household Magazine*, has resigned to join Montgomery Ward & Company at Oklahoma City, Okla., as division sales manager.

Price Maintenance Bill Again to the Fore

NATIONAL PLUMBING & HEATING
INSTITUTE, INC.
CHICAGO

Editor of PRINTERS' INK:

In your February 6 issue, page 121, there is an article "Capper-Kelly Bill Out of Committee."

Would it be possible for you to not only send the writer a list of the numerous articles published in your MONTHLY on the Capper-Kelly Bill, but also send me the actual articles?

I have been an interested reader of PRINTERS' INK for years, but on account of changing my location, I do not have the past issues of this magazine, but I would like to read everything you have written on the Capper-Kelly Bill.

F. W. SWANSON,
President and Commissioner.

R. H. JOHNSTON, JR.

ADVERTISING

SHERMAN, TEX.

Editor of PRINTERS' INK:

Please send in the enclosed stamped envelope a list of articles covering the Capper-Kelly Fair Trade Bill.

R. A. JOHNSTON, JR.

(TELEGRAM)

SEATTLE, WASH.

Editor of PRINTERS' INK:

Please forward list of articles on Capper-Kelly Fair Trade Bill published in PRINTERS' INK.

GYPSUM PRODUCTS CORPORATION.

A FEW weeks ago, an amended Capper-Kelly bill was reported out of committee with a favorable recommendation. Now its proponents are making a determined, although at this moment it appears to be a futile, effort to have it called up for consideration before the present session of Congress adjourns. If it does not come up for consideration during the present session it will go over until the next session of Congress which begins next December.

Naturally, the present status of the bill has stimulated once again the controversy which periodically rages around the entire question of price maintenance. At its recent convention in New York, the National Retail Dry Goods Association was told that the Capper-Kelly bill was a piece of legislation that every member ought to do his utmost to kill. On the

other hand, we have in front of us now a bulletin dated February 20 distributed to members of the National Wholesale Druggists' Association by William J. Schieffelin, Jr., chairman of the association's legislative committee, headed: "Help us to pass the Capper-Kelly price protection bill."

This bulletin begins with a declaration reading: "The Capper-Kelly price protection bill, which the National Wholesale Druggists' Association has so urgently advocated for more than a dozen years, is now on the calendar of the House of Representatives. . . . Never before in the history of our industry has price protection been so vital an issue as at present and every one of our members should be prepared to make any personal sacrifice of comfort, time or money to help enact this beneficent measure."

Thus are the battle lines drawn—openly. Behind the front, the press agents are busily engaged preparing themselves. Several have been in our offices of late to study the several hundred articles on price maintenance that have appeared in the PRINTERS' INK Publications during the last few years.

When and if the bill actually gets on the floor of the House a bitter fight may be expected. Its supporters are sanguine over its prospects of being called up for consideration before the present Congress expires. Its opponents are just about as positive that it will not be called up and will expire along with the Congress. In all events, the bill appears to be in a livelier state of health than it has been for many moons.—[Ed.]
PRINTERS' INK.

J. R. Sclaro with "The Detroiter"

John R. Sclaro, formerly with the Detroit office of the Scripps-Howard Newspapers, has joined the advertising department of *The Detroiter*, Detroit. He was, at one time, with the Capper Publications.

Death of F. S. Collins

Frederick S. Collins, advertising manager of the Bankers Trust Company, New York, died recently at that city. He was thirty-two years old.

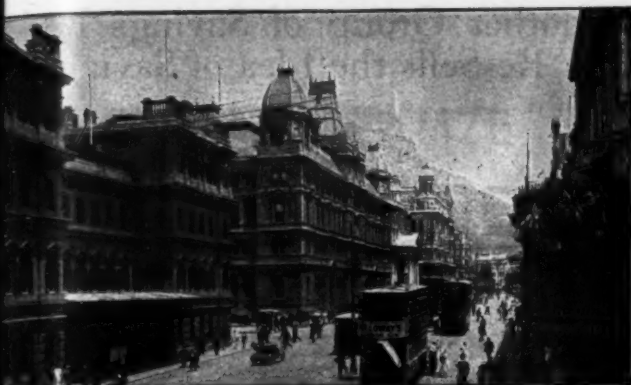
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DERBY STREET, CAPE TOWN, SOUTH AFRICA—THE MAIN ARTERY OF THE LEGISLATIVE CAPITAL OF THE UNION

Overproduction? Saturated Markets? Then Sell SOUTH AFRICA!

IN this rich territory, overproduction and saturated markets are a minus problem. Each year the quantity and variety of American products sold in South Africa show a definite increase.

South Africa likes American goods. Moreover, it has the money to buy more and more. Motor trucks, motor cars, food and toilet products, mining and industrial and farming machinery, dress goods, medicines, hosiery—these are only a few of the American products that find a ready market in South Africa.

Start now. Conditions are favorable. There are no prohibitive restrictive tariffs!

The Argus Group Simplifies Your Selling Problem

All classes of South Africans are reached through the Argus Group. These publications circulate in the country districts, as well as the cities. Every type has its Argus paper—whether it be local, national or professional. Each link in the Argus chain is an important sales link. Included are such outstanding media as the JOHANNESBURG STAR, the CAPE ARGUS, NATAL ADVERTISER, BULAWAYO CHRONICLE, RHODESIA HERALD, THE DIAMOND FIELDS ADVERTISER, THE OUTSPAN, FARMER'S WEEKLY and many others. Investigate!

ARGUS SOUTH AFRICAN NEWSPAPERS, Ltd.

American Office:

S. S. KOPPE & COMPANY, Inc.

International Publishers' Representatives

Times Bldg.

Bryant 6900

New York

Go-Getter Copy Gets a Trial in a Conservative Field

IT is always interesting to see how two or more groups in an industry tackle the same problem. In a previous article,* a description of the car-card and subway poster campaign of one group of New York City savings banks was given. This article showed how the campaign referred to was trying to overcome the drift away from the idea of "saving to have" to "having while saving." This campaign was based on the use of scare copy which showed the dangers that beset the man who does not have money in the bank.

This campaign is being conducted by Group Four of the New York State Savings Bank Association and covers the territory of Manhattan, the Bronx and Westchester. There has been such a noticeable growth in new savings bank accounts in those territories that it is no more than proper to credit the advertising with some

responsibility for the increase

TONES FAMILY

has its ANNUAL MEETING and FINANCIAL REPORT



Father reads:

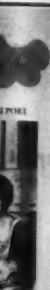
"TO THE STOCKHOLDERS"—GREETINGS.
"Last year we earned \$5,723.41... We spent \$4,826.00. We put \$900 in the Savings Bank, toward paying off the mortgage... New operating equipment purchased includes the following items: Radio — 1; Electric Washer — 1; Ice Chest — 1; Savings Bank deposits of family total \$6,275.43 including new account for Mary Jane of \$9.28."

LET'S MEET ON A BUSINESS BASIS
MEET US REGULARLY IN THE SAVINGS BANK
...and let your old bank loan interest to the new.

fort of having money when it is most needed. In working out the copy theme, all sorts of investing and buying habits were catalogued and studied. The accumulated facts showed the necessity for savings banks to acknowledge the pace of the times; that while they were basking in a warm light of security, aloof from the go-getter merchandising methods of competing ways for getting the investors' money, new investing

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DO YOU REALIZE THE MAGNITUDE OF THE HIGH SCHOOL MARKET?

Four million boys and girls from 13 to 18 years of age comprise the high school market—4,000,000 boys and girls from average American homes.

Some have allowances, most do outside work after school hours and during vacations. It was found in an investigation conducted by The Scholastic amongst 259 high school boys that their average earnings were \$360 a year. It's a billion dollar market—this high school market—and opens limitless vistas to manufacturers of clothing, shoes, hats, sporting goods, watches, etc.

Every subscriber of The Scholastic is a high school student. In using The Scholastic to reach this rich market you are getting 100% high school circulation.

A request will bring a representative with the results of the investigation referred to above and other pertinent facts concerning the high school market—no obligation of course.

The

SCHOLASTIC

THE
ONLY NATIONAL MAGAZINE
WITH 100% HIGH SCHOOL
CIRCULATION

5 W. 42ND STREET, NEW YORK
5 E. WACKER DRIVE, CHICAGO

In Memphis and the Mid-South Empire there is only ONE REAL Food Paper

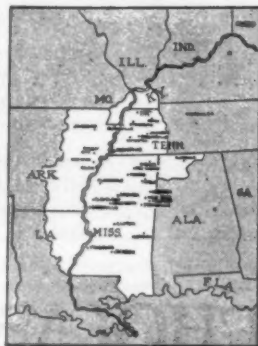
Food Lineage, January, 1930

	Commercial Appeal	Evening Appeal	Other Paper
Local	63,770	24,647	37,324
Nat'l	25,914	25,998	5,803

(The above are 6 days a week figures)

All Nat'l Advertising runs in combination

The Commercial Appeal (using 6 days a week figures), carried in January, 1930, more than four times as much National Food Lineage, twice as much Local Food Lineage and twice as much food Chain Store advertising as the other Memphis newspaper.



THE COMMERCIAL APPEAL

Memphis Evening Appeal

JOHN M. BRANHAM CO., Representatives

buying customs had been built. These customs had given the safety appeals of the savings banks a defensive argument, for the worthy habit of saving money against trouble and emergency was being pushed aside by a rush toward "having while saving."

To combat this swing away from the "save to have" spirit, Group Four took a feather from the go-getter merchandiser and incorporated the appeals in its advertising. It features pictures showing the uses to which ready money could be put, such as having homes, babies, vacations, education, automobiles and leisure, and couches the copy in an entertaining style.

The first newspaper advertisement to appear this year was entitled, "The Jones Family, not Inc." The copy described the annual financial report of the Jones family and told how much it had saved, as follows:

The Jones Family, not Inc., has its annual meeting and financial report. It's an old family custom and while the Joneses laugh about it, they respect it just the same.

Father, the president, reads:

"Annual Report of the Jones Family, not Inc., for the fiscal year 1929.

"To the stockholders, greeting:

"We are pleased to report an excess of income over expenditures for 1929 of \$1,043.11 in addition to \$300 set aside in the savings bank toward paying off the mortgage. New operating equipment purchased includes a radio, an electric washing machine, a fox terrier and other important items.

"We are pleased to report that savings bank holdings of the family now total \$6,423.12 and deposits are being made regularly. This includes a new account for Mary Jane with assets of \$9.28.

"The president is proud to compliment the family on a record year of progress and hereby moves that Mrs. J. Jones, General Manager, be given a vote of thanks for her skilful handling of the Company's affairs.

"Respectfully submitted, J. Jones, Pres."

Another advertisement stressed the dangers of dealing with loan sharks. It showed a picture of a man signing away his freedom to a loan shark and compared it, with a smaller picture, to a man making a deposit at the window of a sav-

BUSINESS in 1930

Will not come easily

Frequent announcements, from official and other sources, declaring that general business conditions are good, are made. Nevertheless, it is generally conceded that every effort must be made if 1930 Sales Volume is to approach that of 1929. For certain classes of merchandise the

Premium Inducement will be found exceedingly effective in building sales volume.

Consumers

When a trade-marked product is of a nature that calls for small, but frequent, individual sales, an exceedingly modest premium allowance per package will create and maintain a large consumer's demand. Such products as coffee, tea, flour, cereals, bottle goods, soaps, canned goods, etc., profit largely from this form of advertising.

(Ask for Booklet No. 1)

Sales People

Premium coupons placed in cases of such products, for the benefit of those who sell the goods, will cause the latter to "get behind" such brands.

A word of recommendation from the dealer or clerk has a great influence with the customer. A Clerk's case Premium Coupon will create active interest on the part of the meeting the consumer.

(Ask for Booklet No. 3)

Our clients carry no premium stocks and pay only for premiums delivered to their customers. We sell at wholesale prices.

Among nationally known companies served by us, some of them for more than 20 years, are:

Lever Brothers Company, J. B. Williams Company, McCormick & Company, Union Supply Co. (U. S. Steel Corp.), International Magazine Co. (Hearst Publications), Sheffield Milk Co., etc.

When writing, please state nature of business

The Premium Service Co., Inc.

E. W. PORTER, President

9 West 18th St., New York City

Tell Them!
50,000
SUBSCRIBERS

Style Sources
Women's Wear Daily

150,000
READERS
Sell Them!

New York
8 East 13th Street.

RETOUCHING SPECIALISTS

**BLACK
AND
WHITE
•
COLOR**

**ADDA AND
KUENSTLER
STUDIOS**

70 E. 45 • NEW YORK
Murray Hill 9237

ings bank. The copy read as follows:

GOOD SAILORS DON'T FEAR LOAN SHARKS

Some day you may need money quickly . . . desperately.

Beware the loan shark—he still exists. Many have yet to know the relentless grip that he gets on the wages, hopes, and happiness of his victims.

Be a good financial sailor—keep a savings bank account, not only to protect you against emergencies, but to help you get the things you want.

Many men with large incomes keep savings accounts for such purposes. Financial authorities agree it is a smart thing to do.

A third advertisement was designed to appeal to those who wished to take vacations and showed a young woman writing a letter under a tree with sailboats in the offing, while another woman was reading a postcard at her desk in the city. The heading of the copy said: "Next summer will you send the postcards? . . . or just receive them?" And followed with the text:

START YOUR VACATION NOW

Some happy, joyous day next summer you will want to pack up and be off to the mountains or the seashore for a well-deserved holiday.

You will need money . . . so let's be sure it's waiting for you when the time comes around.

Start your vacation now. It's easy to acquire the habit of putting a little in the savings bank each week. Then when the green hills and the blue sea beckon you'll be ready.

Aren't you going to do something about it?

The advertisements are appearing on a staggered schedule in seven metropolitan newspapers so that one piece of copy appears in different newspapers over a period of two weeks, but never in the same paper twice. The space used is 5 by 12 inches and 4 by 12 inches. Posters are also being used. These are reproductions of the newspaper advertisements, with the copy cut down for display purposes. The posters are displayed on the premises of each member bank and changed at the same time as the newspaper advertising.

In addition, a continuous one-reel motion picture is to be shown

In Rochester---

*53% Coverage
At One Cost!*

THE ROCHESTER EVENING JOURNAL offers this splendid coverage of city of **ROCHESTER** to national advertisers.

Local merchants expressed continued confidence in Evening Journal during 1929 by an increase of 881,751 lines.

HERE IS THE SCORE!

	1929	1928	GAIN	LOSS
EVENING JOURNAL.	5,550,773	4,669,022	881,751	
Morning Paper.....	5,214,549	5,634,340		419,791
Other Evening Paper....	9,091,770	8,257,149	834,621	

TWO SALIENT POINTS:

1. Journal shows largest gain local advertising.
2. Journal strongly entrenched—2nd position local advertising.

NATIONAL ADVERTISERS should need no further proof of productiveness of **ROCHESTER EVENING JOURNAL** than this strong endorsement of local **ROCHESTER MERCHANTS**.

ASK THE BOONE MAN

ROCHESTER JOURNAL

Represented nationally by the **RODNEY E. BOONE ORGANIZATION**

Any lawyer can cross-examine a witness. But only the experienced and capable attorney can utilize to real and definite advantage the facts he uncovers.

An Eastman market survey not only gathers facts, but presents them in such a way as to put them to work to increase profits.

R. O. EASTMAN Incorporated

113 West 42nd Street - - New York

THE most effective,
inexpensive form
of modern direct-
mail advertising...
quickly prepared...
speedily mailed...
original copyrighted
designs, Litho-
graphed on 1-cent
government cards...

double cards
.. plain stock

Write for
Samples
Clip this ad,
please

MENDLE
PRINTING
CO.

325 N. 3d St.
St. Louis, Mo.

Mendle
Printing
Company

Lithographed
Circulars

for a week in each bank. This picture ties-in with the advertising and shows, in a half serious, half humorous fashion, the experiences of a person who has saved. One scene illustrates the value of ready money when sickness hits a family, others show the opportunities to buy a home, furniture, or an education. And still others demonstrate how swiftly systematic and consistent saving will soon amount to large sums of money.

The two campaigns, although appearing in different mediums, are being tied together by the use of the same designation, namely: The Savings Banks of the Metropolitan Area. This has allowed the first group to borrow the newspaper advertising of Group Four, for local use, and has allowed Group Four to get the benefit of the car-cards and posters in the subways which run through its territory.

Death of W. A. Reade

William A. Reade, president of the Ludlow Typograph Company, Chicago, died at that city last week at the age of sixty-three. He organized the company of which he was head and developed from its inception the Ludlow system of typesetting. He established the company originally at Cleveland, and in 1918 moved the business to Chicago. He continued as its active head up to the day of his death.

Haberlin Moriarty with Campbell-Ewald

Haberlin Moriarty, formerly copy chief of the Oakland, Calif., office of James Houlahan, Inc., advertising agency, has joined the San Francisco office of the Campbell-Ewald Company, in a similar capacity.

To Direct Salubra Sales

J. Warren Behrens, formerly advertising manager and assistant sales manager of The Standard Textile Products Company, New York, Sanitas wall covering, has been appointed sales manager of Frederick Blank & Company, also of that city, manufacturers of Salubra wall covering.

Resumes Management of Pat- erson Mutual Hosiery Mills

Hugo Huettig, who was founder of the Paterson Mutual Hosiery Mills, Paterson, N. J., Ruby Ring and Mutual hosiery, has resumed active management of the business, following the resignation of Reinhard Huettig.

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Pawley ADVERTISING

Now, Pawley Comes to Boston!

Pawley Company Incorporated
with headquarters at Albany,
New York opens its offices as
of February 15th, 1930, in the
United Shoe Machinery Build-
ing, at 140 Federal Street, Boston,
Massachusetts.

With a background of many
years' service to selected num-
ber of national and local ac-
counts, we are now prepared
to help New England manu-
facturers with their advertising
and sales problems.

PAWLEY COMPANY
INCORPORATED
ALBANY NEW YORK **BOSTON**

George A. Pawley, Vice-Pres.



S. K. Wilson
Copy Director
The Erickson Co.

THE FUTURE OF ADVERTISING COPY

Second in the series on Whither Advertising, now being published in PRINTERS' INK MONTHLY, is "The Future of Copy" in the March Monthly. Written by S. K. Wilson, copy director, The Erickson Company, it surveys the future of copy with a breadth of vision which overlooks the trivialities and seeks the essentials in the advance of advertising from its present state.

We might call this article truly constructive if the word "constructive" had not grown to mean something stuffily and conservatively optimistic. "The Future of Copy" is constructive but not in that way. Rather is it a sincere, hopeful prediction of what copy can be if the men who write copy realize the potentialities of their craft.

(The third article in the Whither series will be "The Future of Advertising Composition" by Douglas C. McMurtrie. It will be in the April Monthly.)

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Food Packing Companies Merge

The Batchelder & Snyder Company, The Arthur E. Dorr Company and the William A. Doe Company, wholesale packing and food distributing companies of Boston, have merged and will be known as the Batchelder, Snyder, Dorr & Doe Company. The Frosted Foods Company, Inc., a subsidiary of the General Foods Company, will retain a controlling interest in the merged company.

To Publish Poultry Journal

The *Southwestern Poultry Journal*, a new magazine published by The McDaniel-Mayer Company, San Antonio, Texas, publisher of *County Progress*, will make its appearance with the March issue. The business manager of the new publication is Wendell Mayer, formerly publisher of the *Center, Texas, Champion*. Ruel McDaniel, formerly engaged in free lance business writing, is editor.

Continental Baking Reports Gain in Net Profit

The net profit of the Continental Baking Corporation, New York, and subsidiaries, for the year ended December 28, 1929, amounted to \$6,671,102, after depreciation, Federal taxes and other charges. This compares with \$5,273,302, for 1928.

Joins Erickson Agency

Shaw Newton, formerly copy director of The H. K. McCann Company, New York advertising agency, has joined the copy staff of The Erickson Company, advertising agency, also of that city. He was, at one time, in charge of market research of The International Nickel Company, Inc., New York.

Assumes Additional Duties with Warren Telechron

W. K. Opdyke, formerly advertising manager of the Warren Telechron Company, Ashland, Mass., is now advertising and sales promotion manager of that company.

Necco Candies to Lavin Agency

The New England Confectionery Company, Cambridge, Mass., manufacturer of Necco candies, has appointed Lavin & Company, Inc., Boston advertising agency, to direct its advertising account.

Appoints Stedfeld Agency

The North & Pfeiffer Manufacturing Company, Hartford, Conn., golf specialties, has appointed The H. L. Stedfeld Company, New York advertising agency, to direct its advertising account.

The Lucas Rule Company, Perry, N. Y., advertising specialties, has been purchased by L. R. James and T. C. James, of that city.

Your Salesman Is a Fighter!

If he isn't, Heaven help him—and you—in 1930.

Our Book of Awards, and our special methods for sustaining enthusiasm, have kept the fighting spirit hot in many of the most successful sales contests of recent years.

The 1930 book, far superior to anything we ever issued before, is just off the press. It is yours for the asking. Please state number of salesmen employed.

United Premium Sales & Service Co.

*Builders of
Sales Stimulation Plans*
224 West Adams Street
CHICAGO

Sales Promoter Organizer and Manager

with many years' experience wants to connect with *trade association, bureau, council, institute or club project.*

This man has a flair for organization and promotion work. His experience includes selling of tangibles and intangibles, solving organization problems, developing and guiding group ambitions, inspiring cooperation and support, creating sales promotion material and conducting campaigns to increase memberships. He has been successful in raising money thru the sale of memberships and in this connection he has in some cases built up complete selling organizations, picked efficient assistants, bought art work and printing, run mail campaigns, published house organs and spoken to assemblies of "prospects."

He can take full charge and shoulder responsibility.

Age 38, married, Christian. Will do some travelling if necessary. Prefers New York headquarters, but willing to locate elsewhere if the right proposition and opportunity presents itself.

Address "Y," Box 59, P. I.

When Is the Right Time to Bring Out a New Model?

(Continued from page 8)

The company is also assured of the installation of 50,000 window displays in March.

In many ways this Gillette campaign is one of the most smashing from the standpoint of volume, color, copy, etc., ever devoted to a new product.

Reference to the Gillette advertising when it appears will give the reader a clearer picture of the ideas to be used in the campaign than any description that might be made in this necessarily limited space. Suffice it here to say that the main emphasis will be on the twelve "quick facts" already quoted.

"Our company," said Mr. Fahey, "has always been a believer in the power of advertising both at home and abroad. Last year we appropriated \$7,500,000 for advertising, \$5,000,000 of which was used in the United States. Naturally, we looked to advertising to carry the burden of introducing the new product. In order to do the kind of job we felt was necessary, for 1930 we have increased our advertising budget for the United States by \$2,500,000 to a total of \$7,500,000. Our expenditure in foreign countries will be approximately \$2,500,000, making the total appropriation for this year \$10,000,000."

I was interested in the light of these figures to compare them with the company's net earnings. I know of few advertisers who maintain such a high ratio of advertising and net earnings as Gillette. It is significant to note that the appropriation for 1930 is only about \$3,500,000 less than 1929 net earnings and that the 1929 appropriation was a figure almost half as large as 1928 net earnings. This indicates far better than any words of Mr. Fahey's the company's belief in the power of advertising.

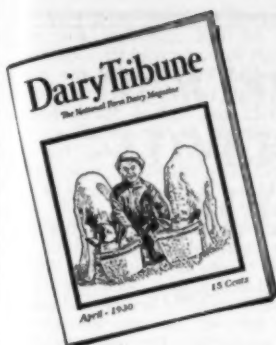
"What about the new razor and blades for export?" I asked Mr. Fahey.

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123 W. Ma



"TALK SHOP"

. . . . to this

3 BILLION DOLLAR MARKET

You are reading Printers' Ink, are you not? Why? Because it is your trade paper. Advertising and editorial columns are written in your language. It *talks shop*.

You realize the importance of talking shop in your selling messages. But does your message always appear in a medium whose editorial columns are steeped in shop talk? Does your message to dairy farmers and dairy farm families, carefully prepared in their language, appear in the friendly environs of shop talk editorial material?

It will if you put DAIRY TRIBUNE on your schedule. Your message will reach the cream of the buyers in the largest single branch—the three billion dollar branch—of the agricultural industry. Take advantage of shop talk that is familiar to this three billion dollar market. Use DAIRY TRIBUNE.

We are now booking orders for space in October, 1930, and subsequent issues

Publishers:—
Dairy Tribune
Poultry Tribune
Hatchery Tribune

Specialized
magazines for
agriculture's leading
branches

Poultry-Dairy Publishing Co.

Mount Morris, Illinois

Chicago—J. C. Billingslea, Inc.
123 W. Madison St.—Central 0465

New York—A. H. Billingslea
101 Park Ave.—Caledonia 0607

To an ACCOUNT EXECUTIVE

who wishes he could start his own agency

We are looking for a man so competent that he lacks only the means to start his own agency.

Above all, it is essential that this man's ways and opinions be in keeping with the high standards we endeavor to maintain.

Such a man who has proven his ability to handle about one hundred and fifty thousand dollars' worth of business may command in this small, profitable and well-appointed agency a set-up that is as good if not better than the agency he would start if he could.

Absolutely no investment required.

Please give all pertinent details in your letter, which will be read only by an executive of this agency and then returned to you.

**ADDRESS
BOX No. 54 Q.
PRINTERS' INK**

**YOU
CAN MAKE
MONEY
ON THIS MAN**

HE'S a good copywriter, makes distinctive layouts, understands production, circulation promotion, merchandising. **Not** the go-getter type, but a quiet, likable chap—under 30—with a flair for getting things done. Experienced in agency work; thorough knowledge of publishing. ● Some large advertiser, agency or publication can make **MONEY** on this man! ● Minimum Salary \$4,000. Selling or insurance propositions not considered. ● Address "C", Box 131, Printers' Ink

"It will probably be a year before we can introduce the new product in many countries abroad," he replied, explaining at the same time that for the present North America and United States dependencies may be considered as domestic market. Canada, for instance, is getting the new razor and blades at the same time as the United States.

"In spite of the fact that we have reached a production of 80,000 razors and more than 2,500,000 blades a day," continued Mr. Fahey, "there is every indication that domestic markets will absorb our production for many months. Owing to the clean condition of dealers' stocks and the fact that for several months during readjustment we were working on reduced production schedules, we shall need plant capacity to cater to home demand. Add to this the fact that our advertising will begin to stimulate trade immediately and you see why we can't count on the new product for exporting in 1930."

"How soon do you expect the new razor and blades to displace old models?" I asked Mr. Fahey.

"Replacement of blades will take place almost at once," he answered. "It will, of course, take much longer to get the new razors in the hands of users. To be sure, our production of 80,000 per day is large, but we must count on satisfying the demands of millions of men.

"When the new Ford was introduced many people thought it would be a long time before the old Model T would lose its ascendancy. The fallacy of that belief is being proved on the nation's highways. We expect that something similar will take place in the marketing of the new Gillette.

"Of course, we carefully considered the consumer's attitude and it weighed heavily in our deliberations. As a matter of fact, we are not making a single old Gillette razor obsolete. Using the new blade with the old razor the consumer will be getting better service. To buy a new razor, however, means a small expenditure and we believe that increased shav-

KE

JEW

JEWISH ADVERTISING HEADQUARTERS

now located at the

BARTHOLOMEW BUILDING

205 East 42d Street

New York

Phone: VANDerbilt 5825

KEILSON & WAXELBAUM, Inc.

Publishers' Representatives

of

JEWISH NEWSPAPERS EXCLUSIVELY

WE take this means of
thanking those advertisers
and advertising agencies,
whose confidence in our
unique service has made pos-
sible this move to larger and
more centrally located quar-
ters.

A

ANSWER

TO QUESTION ON

PAGE 2

FEDERAL
ADVERTISING AGENCY, Inc.

**1 merger +
1 economy wave =
1 job wanted**

An able advertising executive, about to walk the plank, is looking for a proposition tough enough to qualify as his next job.

His successful record with national advertisers and his sales background fit him to take charge of advertising and sales promotion activities.

Has the brain power necessary to generate a constant flow of usable ideas and horse power a-plenty to get things done. Old-fashioned enough to believe that an advertisement should stand up on its hind legs and sell,—and writes that kind of copy.

Ready to step into work harness for some progressive manufacturer in the East or Middle West who wants creative imagination, advertising experience, executive ability,—and is willing to pay for it. American. College trained. Married. Now in his productive thirties.

Address "X," Box 58, Printers' Ink

ing comfort will repay the consumer that investment.

"Sales reports show that the tremendous job of getting the new product into the hands of our 200,000 retail outlets has been successfully effected. It was accomplished by the enthusiastic work of our salesmen and jobbers. It could not have been accomplished, I believe, if we had not warned the trade several months before we introduced the new Gillette. Not only did we clean shelves to receive the new product, but, also, we won the good-will of all our distributors."

The Gillette campaign will be watched with great interest for many reasons. First, of course, it represents the strategy of a successful advertiser in introducing a new product. Second, it calls for a tremendous concentration of advertising within a single year and should offer an excellent demonstration of the sheer force of well-planned, well-written advertising. Third it is an indication of the far-seeing strategy of a company which improves its products in spite of the fact that it shows yearly increases in sales and is doing three-quarters of the business in its industry.

Death of G. W. Ritchie

George Wharton Ritchie, advertising manager of the Knoxville, Tenn., *Journal*, died recently. Before his connection with the Knoxville *Journal*, he was advertising manager of the Memphis *Commercial Appeal*. He had served as Tennessee State chairman of the newspaper executive department of the International Advertising Association and had been, at one time, vice-president of the Memphis Advertising Club.

Joins Robinson, Lightfoot Agency

Miss Gertrude Conroy, formerly with the Gardner Advertising Company, Inc., New York, has joined the staff of Robinson, Lightfoot & Company, Inc., advertising agency, also of that city, as copy writer and assistant account executive.

H. E. Dygert with "Building Age"

Howard E. Dygert, for several years with the *Architectural Forum*, New York, has been appointed Eastern advertising manager of *Building Age*, also of that city.

VIKING PRODUCTS CORPORATION

TAKES PLEASURE IN ANNOUNCING
THE ACQUISITION TO ITS STAFF OF

MR. MORTON G. BLUM

As Director

Division of National Advertising

MR. BLUM, as president of the B. & B. Sign Co. for over seventeen years, designed and produced for leading National Advertisers much of the dealer material used in marketing their products.

Viking now offers to National Advertisers their exceptional manufacturing facilities plus unusual creative ability and intelligent counsel on all problems of marketing through the medium of dealer display.

VIKING PRODUCTS CORPORATION

422 WEST 42ND STREET

NEW YORK CITY

OFFICES IN PRINCIPAL CITIES

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1886 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

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Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, FEBRUARY 27, 1930

Keep the Institutes Going

The fundamental difference between the old-time trade association and the modern institute, is that while the former dealt primarily with problems of production and prices, the latter deals with the gathering and dissemination of market information, the problems of distribution and advertising. The accomplishments of the Cotton Textile Institute, the American Institute of Food Distribution and the Oil Heating Institute are good examples of the important and constructive work which an institute can accomplish for the good of the industry it represents. Up to the time of the stock market crash, the number of such institutes was gradually increasing and most of them were studying the fundamental problems of distribution

and marketing. Several had come to the conclusion that an advertising campaign was needed. One of them, the Shellac Institute, had started an effective campaign to increase the uses of its product.

Unfortunately, such campaigns have been delayed or entirely given up; the Shellac Institute and several others have ceased to function. In spite of the tangible evidence given by a large number of institutes of what they can do to put the whole industry on a sounder basis, some few manufacturers in several industries became faint hearted and cut out the effective co-operative work which had been started.

There was one factor which came on top of the market debacle that aided in breaking up several institutes which were on the way to do a really constructive job. That was careless editorial comment which followed a statement by Attorney General Mitchell concerning the Sherman Law. Several writers jumped to the conclusion that institutes, organized entirely for research and better marketing, were to be dissolved by Government order.

It seems too bad that at a time when the highest Government officials are encouraging sensible co-operation, co-ordinated research and its necessary companion, well-planned advertising, some frank words by the Attorney General should be misinterpreted. What Mr. Mitchell actually said in his talk before the Bar Association at Memphis was: "The machinery of some trade associations seems to have been made use of for transactions that come dangerously near price fixing. With every disposition to refrain from any interference with legitimate business, the anti-trust division of the Department of Justice proposes to deal vigorously with every violation of the anti-trust laws which comes to its attention."

No trade association or institute contemplating a research and marketing job has anything to fear from a statement which reminds business men that collusion to fix prices is illegal.

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structive work of institutes is needed in the field of more research and better marketing. It is sincerely to be hoped that such organizations will not be misled by careless comments by writers who do not seem to realize the character or function of the legitimate, constructive institute, serving the consumer and the retailer as well as the manufacturers of the industry.

Chains and the Public's Good-Will

All popular movements, to get steam up, must be confronted with a picture of a horned menace or a devil with hoofs. The present propaganda against, and legislative attacks on, the chain stores is an example of this tendency.

By this time it is hardly possible for the country as a whole to take seriously the efforts to paint the chain-store idea as a demon financed from Wall Street. The chains have been established long enough to prove their claim that they occupy a legitimate place in the general economic scheme of things, and it is not to be denied that they have put the public in their debt in respect to cleaner stores, improved interior arrangement, and more efficient management.

At the same time, the suddenness and emotional fervor of the anti-chain store agitation indicates that the chains may be seriously at fault somewhere, if not in their actual conduct, then in their failure properly to "sell" themselves to the public as an institution. In consequence of the rapid spread of the agitation, certain questions are bound to occur.

Have the chains laid too much stress upon the price factor alone? Has their management been unnecessarily cold-hearted and too pre-occupied with a mere mechanical efficiency? Have they shown too little concern in local affairs and community upbuilding? Have they, as charged, tended to regard their store workers as mere robots? Have they proved that they give a service as well as low prices on "leaders"?

The chains have been making brisk progress for a number of years, but it has been openly stated and not denied, that while some of them have been rapidly increasing the number of stores, the earnings per store have not increased in proportion, but in a few cases have receded. This is not strange. Considering their rapid rise and expansion, some kind of pause, or reaction, would seem to be in the nature of things.

It is hard to see how the chains can much longer postpone the national advertising campaign of enlightenment which has been frequently suggested. Other trades and industries have in the past had to face the same problem of hostility founded on prejudice, and have successfully allayed it through advertising, as described at various times in **PRINTERS' INK**.

Such advertising would, of course, be positive and not negative; forward-looking, and not merely defensive. Positive themes are surely not lacking.

It is not likely that the chain stores have, in any considerable degree, the public's ill-will. More probably it is merely indifference. If such is found to be the case, it is up to the chain stores to convert that feeling into active goodwill. That surely is worth having, and if it is worth having, it is worth paying for.

Why Forecasting Is So Difficult

The stock market crash occurred late in October and early in November. The real influx into Florida starts directly after the Christmas season. Predictions were promptly made that at least one of the effects of the market drop would be a marked diminution in the flow of winter visitors to that State.

It seemed a rather safe forecast. Surely people who had lost money in securities would not be particularly inclined to add to their expenses by taking a trip to Florida. Yet, all reports from Florida—and we are talking now of reports from disinterested sources—are to the effect that the number of

visitors to that State this winter is as large as, if not larger than, any previous total on record.

These reports are substantiated by a report we have just received from a rather unusual source—a novelty jewelry salesman whose principal territory is the State of Florida. He tells us that his business there right now is larger—his actual orders from stores for novelty jewelry are greater—than they were even during the days of the Florida boom. What is even more astonishing, this salesman today ranks as the biggest producer in his organization, a position he showed not the slightest indication of achieving a few months ago. His orders top those of several other salesmen who have always before brought in 30 to 40 per cent more business.

We cite these two facts to prove only one thing—that the job of weather forecaster is surely a sinecure when ranged alongside that vastly more difficult task of attempting to predict the movements of business.

There Is No East Nor West

Harry T. Watts, business manager of the Des Moines *Register-Tribune*, in conversation recently with one of our staff writers, expressed satisfaction with what he terms the "national character" of **PRINTERS' INK**.

"Were it not for the fact that your publication carries a New York date line," he said, "one would never know that it is published east of the Hudson River. In its editorial content it has no marks of provincialism identifying it with the East. There is as much Western atmosphere in its pages, as being a national institution, it should have if it were published in Des Moines or Kansas City; and doubtless those of its clientele contiguous to Manhattan have a similar opinion from the Eastern angle.

"There must be Westerners among your writers; at any rate they know the West. You know the farmer and rural marketing; you treat merchandising out in the sticks expertly, just as you handle

metropolitan selling. Yes, we shall have to conclude that **PRINTERS' INK** is national in spirit and practice as well as in name."

Thank you, Mr. Watts. Your visualization of **PRINTERS' INK** fits in well with our conception of what we want it to be and of what we are trying to make it.

But we are willing to divide the credit. Part of it, we think, is due to the truly cosmopolitan nature of the force we have been trying to help develop and promote for more than forty years, i. e., advertising. Any journal properly setting forth current advertising thought, and perhaps adding some original thoughts of its own, is not going to be provincial; its horizon expands with that of advertising itself.

There are those who administer advertising in a provincial way—who seem to think that the people in different sections of the United States have separate and distinct civilizations, and that merchandising to the country as a whole takes on the general aspects of export trade. Mr. Watts and others who are fortunate enough to be able to live, move and have their being out where the tall corn grows, know how fallacious and absurd is this view. Advertising is really the great leveler that beats down sectionalism. Given a fair chance, it can go far toward removing what Senator Arthur Capper calls "the conflict of the industrial East against the agricultural West" and vice versa. In the profitable practice of American advertising there is no East nor West, no border nor breed nor birth.

L. M. Weiss with Aviation Magazines at Flushing

L. M. Weiss, for six years advertising representative of *Pit and Quarry*, Chicago, has been appointed advertising manager of *Airports and Airplane Servicing*, both published at Flushing, Long Island, N. Y.

Beverage Account to Boston Agency

Haffenreffer & Company, Boston Pickwick beverages, have appointed The Mitchell Company, advertising agency of that city, to direct their advertising account.

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IT'S A HYPOTHETICAL CASE

You're ready to place a newspaper campaign. In a certain city there are two or more newspapers whose circulations are almost the same. Lineage records in various classifications about balance.

KNIGHT *Certified Market Studies*

are built on PERSONAL INTERVIEWING by permanently employed Field Investigators trained in securing accurate information. Machine tabulation, bonded auditors, correct analysis, complete unbiased facts.

Which paper will produce the best results? What are your sales possibilities in that market? What are the buying and reading habits of the people? And most important of all—what are their spending habits?

How can you get this valuable information that may mean the difference between maximum and mediocre results?

That's easy—if a Knight Certified Study has been made of the market. For Knight Studies give a true, unbiased picture of the market and its sales possibilities for your product.

EMERSON B. KNIGHT, Inc.

Certified Market Studies

INDIANAPOLIS, IND.

ARCHITECTS AND BUILDERS BUILDING

Advertising Club News

Newspapers Urged to Work Unstimulated Field

Members of the Six-Point League of New York, at a meeting held last week, were urged to devote more of their efforts toward cultivating the field of national advertisers whose appropriations are not among the larger sums spent in newspaper advertising. The speaker was William M. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association.

The records of the Bureau, he explained, list about 6,000 national advertisers, 10 per cent of whom spend half the money expended in national newspaper advertising. If the remaining 90 per cent of the field could be covered more intensively, Mr. Thomson believes that newspapers would produce a large gain through the business that could be cultivated.

Stress was placed on the absence of a "national viewpoint," or as Mr. Thomson also described it, a "national spirit," in the relations of newspapers with advertisers. With greater co-ordination among newspapers, Mr. Thomson is of the opinion that there would be less free publicity evil. It is no longer good to blame the advertising agencies for their insistence on free publicity for their clients. The time has come, he said, when those charged with the responsibility of selling space must present a united stand before their editors and either get an edict against free publicity or, at least, put free publicity on an organized basis.

There is too much competition in selling the individual newspaper, he stated, to permit such a stand being taken under present conditions. The need, therefore, is more effort to remove the uncertainty and loss of revenue caused by free space demands. Individual papers also will benefit, in his opinion, from a policy of solicitation that will provide more frequent contact with smaller advertisers.

Chicago Council Plans Annual Advertising Dinner

An annual advertising dinner to which all Chicago advertising men and women and leading business men of the city will be invited will be sponsored by the Chicago Advertising Council in March or April. Its purpose will be to focus attention upon the advertising business in that city.

G. R. Cain, advertising manager of Swift & Company, has been appointed chairman of the committee in charge of arrangements. Other members are: Albert W. Sherer, vice-president, Lord & Thomas and Logan, Inc.; W. E. Macfarlane, business manager, Chicago Tribune; H. K. Clark, Western director, Frank A. Munsey Company and New York Sun; W. Frank McClure, vice-president, Albert Frank & Company, Inc.; Frederic P. Seymour, vice-president, Horder's, Inc., and Fred J. Ashley, Chicago Association of Commerce.

San Francisco Bureau Elects Directors

Among those on the newly elected board of directors of the San Francisco Better Business Bureau are the following: Walter A. Folger, The Pacific Telephone and Telegraph Company, president; L. B. Goldsmith, Nathan-Dohrmann Company, secretary-treasurer; Clarence B. Lindner, San Francisco Examiner; Charles S. Young, San Francisco Call; J. L. Cauthorn, San Francisco News; Lewis E. Haas, San Francisco Chronicle; Fred B. Kerman, Bank of Italy; Hartley E. Jackson, Metropolitan Press, and John Cuddy, Californians, Inc.

Boston Club Appoints Committee

Louis Munro, of Doremus & Company, has been appointed chairman of the On-to-Washington committee of the Advertising Club of Boston. Other members on the committee are as follows: Entertainment, Margaret Matson and Jack Nicodemus; business, Frances Hanson and Hal R. MacNamee, and travel and hotels, Marion Brown and Howard Moulton.

J. R. White, President, Technical Publicity Group

James R. White, secretary, Jenkins Brothers, New York, has become president of the Technical Publicity Association, New York. He had been first vice-president and succeeds to the presidency following the resignation of B. H. Miller, recently with The Permutit Company, who has joined the J. Walter Thompson Company.

Death of J. S. Young

John S. Young, business manager of the Sioux City, Iowa, Tribune, died recently at the age of forty-four. Before joining the Sioux City Tribune he had been business manager for fourteen years of the Cedar Rapids, Iowa, Gazette. He had also formerly been a special representative of the Quality List of Newspapers and, at one time, had been with the classified advertising department of the Indianapolis News.

Buys Halifax "Citizen"

J. A. McCurdy, formerly advertising manager of the Halifax, N. S., Herald and Mail, has purchased the Halifax Citizen, weekly, from the Weeks Printing Company. He will be publisher and business manager of the Citizen.

Joins Campbell, Lowitz and Whiteley

J. C. McMichael has joined Campbell, Lowitz and Whiteley, Inc., New York advertising agency, in an executive capacity as a member of the firm.

THIS IS NO LOUD EVENT

THREE YEARS AGO this agency was founded upon two ideals: *first*, to be sincere with our clients; *second*, to do our work to the best of our ability.

No spectacular growth has attended our efforts. Yet we have grown; and we are proud of the fact that clients representing more than ninety per cent. of our present volume came to us, attracted only by our work.

Now we are about to occupy larger quarters.

We present our removal as no loud event, our record as no great achievement; for we realize that many good agencies already exist, and many more, possibly the best, are still unborn.

This we know. In our new quarters, and in our future progress, we will hold fast to the two ideals on which this business was founded, and to which we attribute its growth.

The PAUL CORNELL COMPANY, Inc.

Advertising and Marketing

28 WEST 44TH STREET, NEW YORK, N. Y.

After

February 22nd

580 FIFTH AVENUE

NEW YORK

The Little Schoolmaster's Classroom

AT the Georgia Tech Y. M. C. A., in Atlanta—so the Schoolmaster is notified—they're starting a new course of lectures, aimed at future engineers. The course will explain certain fundamentals of business. And all this as a result of a chance remark of a young engineering student who wandered, by accident, into a class in the commercial school.

The class was wrestling with the subject of merchandise turnover.

In a lull in the discussion, the well-meaning visitor spoke up with the question:

"But isn't there some way in which this turnover can be stopped?"

* * *

Through commuting terminals in America's largest cities stream daily many hundreds of thousands of suburbanites. Generally speaking, every one of them is a good prospect for a bank. But the bank's tough task is to reach them.

The Schoolmaster is indebted to a Class member for the documents of a method by which the job of "selling" the suburbanites is being tackled by the Terminal National Bank of Chicago.

The bank is situated on the Concourse, handy to commuters on the Northwestern. To a list of holders of Northwestern commutation tickets went a letter signed by the bank's president, Frank L. Webb. In part the letter reads:

Dear Neighbor:

Since you use monthly commutation tickets on the Northwestern, we take the liberty of addressing you as neighbor because you must pass the doors of our bank regularly, or come within just a few steps of us.

The Terminal National Bank was located in the Daily News Building on the Concourse with the particular thought of maximum convenience to Northwestern patrons. Proof of the wisdom of this course lies in the fact that each day more commuters are taking advantage of the opportunity to transact their banking business swiftly and conveniently in our modern new institution.

Every department of the bank is

open for business from 8 o'clock in the morning until 6 in the evening of every working day.

As a proof of our interest in you and a means of introduction, we are handing you with this letter a little gift. This Viscoloid holder has been specially designed exactly to fit your monthly ticket. We know you will find it very useful and we hope that it will remind you that we are here to serve you, agreeably and well.

* * *

One of the questions which has been raised in regard to instalment buying has been in regard to the effect unemployment would have on it and subsequently on business. An answer is given to one phase of the question by E. J. Cornish, president of the National Lead Company, in his annual report to stockholders for 1929.

In commenting on the usual seasonal increase in the sale of lead and oil products and especially white lead for April, May and June, he stated he expected that sales would be good as normally in the first stages in a period of unemployment as such an increase has been experienced in the past. He remarked, however, that the large amount of business done in recent years on the partial payment plan may make it impossible for the workers to use the early part of their unemployment in painting and renovating their homes.

* * *

Many are the gray hairs in proof-readers' and compositors' heads, caused by their efforts to decipher the hieroglyphic marks which are made on "copy" in the act of polishing up advertising and literary masterpieces. Most everybody who corrects or edits copy is familiar with the standard marks that are supposed to be used; but many have their own interpretations of these marks. Good compositors must have the ability of a post office clerk in Chinatown. Now a member of the Class would add a few more gray hairs by inventing still another mark. He explains the mark and the need for it as follows:

ON

These one p typify ment Jones built numb apart Kansas The a is activ ity ma them. large, sold to to good Realtor ments. ganiz mercha the en

Po 139 N.

Realtors—America's Homebuilders



ONE APARTMENT ORDER

These three buildings in one project—one order—typify the growing apartment house market. C. O. Jones, the Realtor who built them has also built a number of other similar apartment houses in Kansas City.

The apartment market is active. It requires quality materials and lots of them. The buildings are large, and are rented or sold to people accustomed to good things.

Realtors build our apartments. They conceive, organize, finance, build, merchandise and operate the entire projects.

Realtors buy quality building materials knowing that such materials add sales and rental value to their buildings. Advertising direct to Realtors through the NATIONAL REAL ESTATE JOURNAL is proving profitable to the leading manufacturers. C. O. Jones says of this publication—

"I have been a subscriber to the NATIONAL REAL ESTATE JOURNAL for several years and look forward to receiving it each two weeks.

"I derive a large amount of information from the Journal, as well as inspiration. It has been increasingly better and more interesting from issue to issue."

Such reader interest accounts for the success of our advertising pages.



**NATIONAL
REAL ESTATE
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.

Agency Wants Solicitor—

A progressive national advertising agency five years old, located within a few hours of New York and with a volume near a million a year, wants a young trained salesman with good working knowledge of sound advertising and merchandising practice. He will operate principally in the agency's immediate territory, call on leading concerns, present the agency's story, secure information needed for the intelligent solicitation of the accounts and arrange interviews for the agency's officials. He will not be expected to close business, or to plan for or service accounts.

Starting salary \$5,200. The future is as big as the man. If you are a salesman, under 36, you will tell us what we want to know about you in your first letter.

Address "W," Box 56
Printers' Ink

Just Published

The Business Biography of

JOHN

WANAMAKER

By Joseph H. Appel

"It tells, step by step, how Wanamaker built his house, what methods he used to keep abreast of the times and stir the curiosity of his customers, and how he developed a loyal organization."—*N. Y. World.*

At Bookstores, \$5.00

THE MACMILLAN COMPANY
60 Fifth Avenue, New York

The writer wishes to submit to type founders the following suggestion:

In writing "copy" one frequently encounters words that one may be uncertain about. The compositor may likewise be uncertain about these words. I refer to a word which properly should be hyphenated. It will happen that this word will occur at the end of a type-written line and it may "break" on the typewriter between any syllables and be carried on to the following typewritten line. When the compositor receives the copy, line-type or hand set operator, he too may be uncertain about the word.

It would simplify matters to indicate to the printer that the hyphen is to be carried in TYPE. This indication can be a hyphen or dash with a return hook on the right-hand end returning from the bottom toward the left.

"What do you think of it?" he asks. The Schoolmaster believes that already there are too many hen tracks that confuse the compositor. He thinks that a better plan would be to instruct the writers of copy or their typists not to break words between syllables at the end of lines. Or, let whoever reads the copy after it is written rewrite the word in the way it should be, either hyphenated or not.

This would appear to be the simplest solution and even the bald-headed compositors will appreciate it.

* * *

"Address all correspondence to the Company." Some such request as that appears on the letterheads of many concerns. Of course, the purpose is to expedite the management of incoming mail, to prevent letters and telegrams from lying unanswered on the desks of absent men. One objection to broadcasting such a request is that it tends to render correspondence mechanical.

The Schoolmaster observes, however, that it is possible to compromise. Thus, printed across the bottoms of letters from the H. L. Judd Company, Inc., of New York, is this line: "Individuals are often absent. It is better to address envelopes to the company." The intention, of course, is that anyone who writes to the Judd company will address the letter it-

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New Format for The ROTARIAN

In its March issue, 'The Rotarian' appears in an entirely new format typographically, having been re-designed physically for us by a distinguished typographer.

• The headings are modern and effective, the text type is larger and more legible than before, the layout of the illustrations is sparkling and varied from page to page.

• Yet the human interest of its material, which has always given 'The Rotarian' such vital appeal to readers of unexampled buying power, continues — not only unabated — but increased.

The ROTARIAN

211 West Wacker Drive, Chicago

HARVEY C. KENDALL, *Business Manager* • MEMBER A. B. C.

As Publishers' Representatives

- we sell advertising space
- offer editorial suggestions that can be merchandised
- write advertising promotion matter
- and give publishers' problems the benefit of our 15 years' experience.

Our personal contacts include executives with most all worth-while advertising agencies and national advertisers in the East.

Our Organization is successful, has a good reputation and right now we are in the position to serve an additional publication.

Correspondence and Interviews Respected
Address "T," Box 55, Printers' Ink

For **HOUSE MAGAZINES**
And **TRADE JOURNALS**
STORIES by Best-Known Writers
ARTICLES by Foremost Authorities

Editors' Inquiries Invited

WILLIAM GERARD CHAPMAN
(Est. 1903)

334 So. Wells St., Chicago, Ill.

SALESMEN

**METAL SIGNS and
DISPLAY DEVICES**

We have a few territories open for high grade experienced salesmen who know how to sell Lithography on Metal—Our Art and Merchandising departments assist you with real ideas—our manufacturing facilities are generally recognized as second to none.

Write giving full details.

Interview will be arranged.

L. F. GRAMMES & SONS, Inc.
Allentown, Pa.

A Powerful Promoter of Sales

The standing of the American Lumberman insures ready acceptance of all products whose advertising it carries. If your product has merit, the American Lumberman can ease the sales path for you.

American Lumberman

Est. 1873 CHICAGO A. B. C.

self to the individual he aims to reach.

* * *

The Schoolmaster has always been friendly toward the little Victor dog with his head cocked on one side. The other day in front of a store window in which the faithful little animal was doing service as an identification mark, there were several people looking at a little sign hung from the collar on his neck. The sign said:

"For thirty years I stood for the best in music. Now I have two jobs, best in music, finest in radio."

While the little pet may possibly be accused of using superlatives in his statement, the Victor-Radio idea of bringing him out of the kennel into the show window with the new sign to freshen him up, seems to the Schoolmaster like a good piece of selling strategy.

* * *

We have all heard of the "checkers" whose function it is to count the number of people who pass a given location, the purpose being to determine its value to a retail business. But the figures they collect are seldom given out. The Schoolmaster has often wondered in such cases, just what percentage of passers-by may be counted upon to buy, or at least to enter the store.

Here is some specific information: At the corner of Cedar and Broad Streets, Newark, N. J., 1,768 women passed within fifteen minutes on a Saturday in the busy season. At a corner one block north the count was 1,167 women. On a Saturday in summer the "check" was 955 and 676 women respectively.

These figures are given by Capt.

SPACE SALESMAN

Space salesman wanted to cover New York City for high class travel magazine. Man experienced in travel field preferred, although not essential. Drawing account against 25% commission. Write in detail. "V," Box 57, Printers' Ink.

AMU

muel C. Cr
thur R. And

When the jury's picked will they be picking on you?

HAVE you ever had to face twelve of your fellow citizens while the Plaintiff's Attorney presented the evidence from the other fellow's point of view?

True, your version of the Collision may sound perfectly plausible, but when the law shakes its finger, the verdict may also shake the dollars out of your bank account—and the happiness out of your home! Jury awards run \$10,000, \$25,000—even \$100,000!

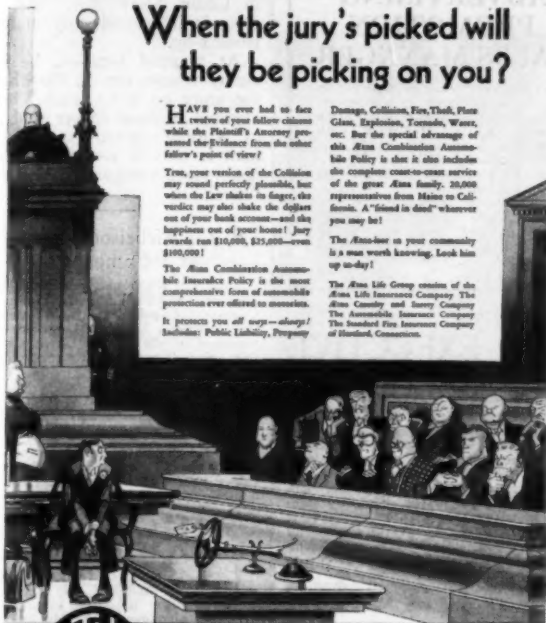
The Aetna Combination Automobile Insurance Policy is the most comprehensive form of automobile protection ever offered to motorists.

It protects you all ways—always! Includes: Public Liability, Property

Damage, Collision, Fire, Theft, Flood, Glass, Explosion, Tornado, War, etc. But the special advantage of this Aetna Combination Automobile Policy is that it also includes the complete coast-to-coast service of the great Aetna family, 25,000 representatives from Maine to California. A "friend in need" wherever you may be!

The Aetna-man in your community is a man worth knowing. Look him up to-day!

The Aetna Life Group consists of the Aetna Life Insurance Company, The Aetna Casualty and Surety Company, The Automobile Insurance Company, The Standard Fire Insurance Company of Hartford, Connecticut.



AETNA-IZE

SEE THE AETNA-IZER IN YOUR COMMUNITY—HE IS A MAN WORTH KNOWING

This is the first in a NEW series of AETNA advertisements prepared for our client, the AETNA CASUALTY and SURETY COMPANY.

Are you, too, looking for a more human selling appeal? Try a phone call to Bryant 2588.

SAMUEL C. CROOT COMPANY, Inc.

Samuel C. Croot
Arthur R. Anderson

Advertising

Robert M. Ferns
Stanley Gibson

28 West 44th Street, New York City

ADVERTISING PROMOTION SALES MANAGER

who has experience in that capacity, or as assistant, is wanted by a nationally circulated publication located in the Mid-West with a weekly distribution of 75,000. This magazine has the foundation; all you need is the ability and aggressiveness to produce. Prefer college graduate and one who is now employed. References required. State age, experience and salary expected. Address "A," Box 201, Printers' Ink.

ABLE EXECUTIVE

with good ideas and common sense, now employed in N. Y. C. agency, wants job in smaller city. 4 yrs. advertising experience on national and sectional accounts. 3½ yrs. newspaper reporting, 2 yrs. selling, West and South. Mid-Western university education. In small agencies have handled "the whole job"—management, contact, research, plans, copy merchandising, production. Held clients by making their advertising pay. Capacity for sustained hard work. Write plain, sincere copy that sells. Agreeable team-worker. Successful here, but prefer to live in smaller city. Age 28; married; Christian. Available April 15. Address "B," Box 202, Printers' Ink.

PRACTICAL Copyman — ORIGINATOR

now with national ad agency will consider change. Trained in modern technique. Can deliver really good copy, dynamic visualization, ads or direct mail. Agency or manufacturer. 30. University education. Invites responsibility. Address "U," Box 46, Printers' Ink.

ADVERTISING
... Copy Writing Layout ...
... direct mail ...
... advertising ...

Henry Wolfson, vice-president of the F. & W. Grand-Silver Store in Chain Store Age. His company is interested only in women passers-by.

At a good location, he states eighty women out of 100 who pass the store go in to "shop," but the average is about 25 per cent. One of Kipling's poems says, "A woman is only a woman," but to a chain-store company she is only a "check."

P. G. Richelson with Gavin Company

Paul G. Richelson, formerly division manager of The R. M. Hollingshead Company, Camden, N. J., Whiz automotive supplies, has been appointed sales manager of the P. W. Gavin Company, Inc., San Diego, motor car supplies.

T. J. Laurimore with Porter Eastman Agency

T. Jarvis Laurimore, recently with Freeze-Vogel-Leopold, Inc., Chicago, has joined the copy staff of the Porter-Eastman Company, advertising agency of the city.

Nebraska Paper Appointments

T. W. Summers, formerly classified advertising manager of the Omaha World-Herald, has been appointed advertising manager of the McCook, Nebraska Daily Gazette.

Do You Want This Man?

HERE is an accomplished advertising manager for a manufacturer. This man knows every angle of present day advertising. He knows how to get results; knows how to make every advertising dollar bring returns. He knows newspaper and magazine advertising, direct mail, copy layout, art, printing, lithography and sales promotion. His past record of achievement is outstanding. He can organize an efficient advertising department or carry on the good work of one already established. His age is 38; married. Salary required \$7,500 to \$10,000. Middlewest or Southwest preferred. If you want this highly qualified man write for further details to G. R. Elliott, 308 South Hydraulic Avenue, Wichita, Kansas.

"GIBBONS knows CANADA"



Theodore F. Mac Manus
President
Mac Manus, Inc.

The Comic Tragedy Called Advertising

Under the title, "The Comic Tragedy Called Advertising," we are publishing in the March PRINTERS' INK MONTHLY an article by Theodore F. Mac Manus.

Written understandingly by a man who knows advertising because he has practiced it for years, this article is at once a damning indictment and a courageous defense of advertising.

It is the article that many advertising agency men have wanted to write, an article that needed writing. We believe that "The Comic Tragedy Called Advertising" is destined to take its place among the best of those discussions of advertising which represent the dissatisfaction of advertising men with the medium in which they are working.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PUBLISHERS REPRESENTATIVE—wanted in New York, Chicago, Tulsa and oil field equipment manufacturing centers for rapidly growing oil trade journal. Box 617, Printers' Ink.

INDIA OFFSET PAPER—suitable for covers, posters, etc. Over supply offered at substantial discount. Sample on request. Holland Advertising Co., 578 Madison Avenue, New York City.

OBTAIN MAIL ORDERS, CANVASSERS

Investigate how small appropriations can produce big returns.

MARTIN ADVERTISING AGENCY
274 West 43rd St., New York. Est 1923.

For Sale—professional directory, starting on second edition, 1,500 pages well-known reference book and authoritative finding list. Direct-by-mail proposition. Small editorial staff, copyright included. Box 630, Printers' Ink.

Wanted Press Work

Bargain circulars 19½ x 22½, news print broadsides 22½ x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

REPRESENTATION WANTED IN KEY CITIES BY

Large producer of quantity photographs, advertising slides, photographic animated and flashing displays, and other sales-stimulating media, now serving 2,000 national advertisers. Established selling organizations are offered exceptional facilities for a profitable connection.

NATIONAL
226 West 56th Street, NEW YORK

HELP WANTED

ADVERTISING SOLICITOR on The Social Calendar. Good opportunity for right man. Commission basis until worth is proven. Apply Room 710, 33 West 42nd Street, New York City.

ADVERTISING MANAGERS COPY AND LAYOUT MEN

seeking greater opportunities register with us. Executive Service Corp., 100 East 42nd St., N. Y. C. Ashland 6000. (Agency.)

Wanted—Thoroughly experienced advertising solicitor calling on building material manufacturers in southern states—headquarters Memphis or New Orleans. Give particulars of past employment, age, training, salary wanted and references. Box 623, Printers' Ink.

Business Manager-Advertising Manager-General Executive—To take entire charge evening New England newspaper. City of 30,000. Must have record of accomplishment and come well recommended. Write fully stating experience, salary required. Box 615, Printers' Ink.

WANTED—An old-established leading trade paper in its line has opening for an experienced advertising solicitor to cover north Atlantic states. The man who is a hustler, has initiative, and can show a clean record of achievements will be interested in our publication. Please give references, age, record of past performances and salary wanted. Box 620, P. I.

A. K. OSTRANDER (Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

POSITIONS WANTED

ADVERTISING REPRESENTATIVE—Space salesman wants publication for New England territory. Experienced well recommended. Available immediately. Box 616, Printers' Ink.

Young Woman with well rounded experience in newspaper work, including market research with ability to make tactful contacts and write intelligent report wishes position. Box 624, Printers' Ink.

COPY

House organs, dealer help publicity, talks. 12 years' experience with adv. agency, manufacturer, magazine, newspaper. Box 622, P. I.

EX-AGENCY PRINCIPAL Wants to Sell Space

Some publisher will make an excellent buy in this young woman, 23, college trained, former officer and space buyer of New York agency. Experienced in sales and contact. Box 613, Printers' Ink.

REAL ABILITY—man, 21, business, appreciates

Designer modern edge rep. Box 627.

Sales-A—years' e real ac in midd

Sales Pr—1 yrs. v public co educating Accustom ml. \$75.

Mitiorial—children's advertisin Excellent knowledge \$29, Prin

PROD—Experienc printing accounts. valuable t five work married,

EXE

the publi sales rec as well temization hires opp abilities after reas 628, Prin

ADVER

Young wo mer New writer. E layout. E and contac tising man assistant a Salary \$4.

man desir progressi

Agency tr fact and experienc man, 32, States.

REAL IDEAS AND CREATIVE ABILITY—Sincerely ambitious young man, 21, desires learning the advertising business, any capacity. Interviews greatly appreciated. Box 626, Printers' Ink.

ARTIST

Designer and letterer. Original and modern in color and layout. Good knowledge reproduction. 11 years' experience. Box 627, Printers' Ink.

Sales-Advertising Manager—15 years' experience, with a record of real achievement, seeks connection in middle west. Box 621, P. I.

Sales Promotion-Advertising—Age 32, 8 yrs.' well-rounded exp. in creating a public consciousness of a product and educating them in terms of its service. Accustomed to assuming resp. Initial sal. \$75. Box 631, Printers' Ink.

Editorial young woman, college graduate, children's, woman's page experience, also advertising copy, publicity, free lance. Excellent writer, typist, correspondent, knowledge proofreading, stenography. Box 629, Printers' Ink.

PRODUCTION—COPY—CONTACT

Experienced in agency production. Knows printing. Worked on direct advertising accounts. Sold advertising. Will be valuable to an agency that needs an active worker and clear thinker. Age 26, married, college graduate. Box 625, P. I.

EXECUTIVE—At present engaged in the publishing field, with excellent sales record in the printing industry, as well as recognized ability in systemization and office management, desires opportunity to demonstrate capabilities. Would consider investment after reasonable probation period. Box 628, Printers' Ink.

ADVERTISING MANAGER

Young woman, 28, college education, former New York agency officer and copywriter. Knows production and art and layout. Experienced space buyer, sales and contact. Position wanted as advertising manager for industrial concern, or assistant account executive large agency. Salary \$4,000. Box 614, Printers' Ink.

Versatile

man desires future with sound and progressive organization in

Montreal

Agency trained in copy, layout, contact and production with unusual experience in printing. College man, 32, married. Now employed in States. Box 618, Printers' Ink.

Typography— 30 years hence

Most advertisers will be interested to know what the style in typography will be thirty years hence—or three years hence—it doesn't matter so much. The future is a gamble.

But what will happen? Will our current sans-serif type faces last? Will they persist and influence the future typography? Will we continue to get our most popular faces from Europe? Will the same variety of type faces exist?

In the next issue of **PRINTERS' INK MONTHLY**, Douglas C. McMurtrie, Director of Typography, Ludlow Typograph Company gives answers to the many natural questions which come to mind, and, while prophesying a bit, he indicates that there are enough pointers in our current modes to make a dissertation on future modes more real than prophetic.

Mr. McMurtrie's article, "The Future of Advertising Composition," is the third article in **PRINTERS' INK MONTHLY's** series on "Whither Advertising?" It will appear in the April issue of the magazine. It is written in a style that will be understood by the veriest tyro and appreciated and undoubtedly quoted by the master technicians.

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